

Client:		Sample (according to declaration of the Client) THE BEARD ROLLER THE ACTIVATOR SERUM THE SANITIZER SPRAY
Copenhagen Grooming Njalsgade 23 2nd floor 2300 Copenhagen S		
Received on:	08.06.2018	
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**REPORT OF USE TEST
UNDER DERMATOLOGICAL CONTROL**

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1. THE BASIS TO CONDUCT THE STUDY

- Samples delivered by the Customer.
- The qualitative composition of the product delivered by the Customer.
- The results of microbiological purity of the product performed in J.S. Hamilton Poland (Report No. 215582/18/CGDA).
- Negative result of semi-occlusive patch test performed in J.S. Hamilton Poland (Report No. 215583/18/CGDA).

The Customer is responsible for conformity with the declared quality composition of the delivered samples.

SCOPE OF TESTS COMPLIANT WITH:

- Regulation of the European Parliament and of the Council (EC) No. 1223/2009 of 30 November 2009 on cosmetic products.
- Cosmetics Europe – The Personal Care Association (previously COLIPA) Guidelines "Product Test Guidelines for the Assessment of Human Skin Compatibility 1997."
- Cosmetics Europe – The Personal Care Association (previously COLIPA) Guidelines for the Evaluation of the Efficacy of Cosmetic Products 2008.
- Technical Instruction exercised at the J.S. Hamilton Poland S.A. IT-01/PK.
- Technical Instruction exercised at the J.S. Hamilton Poland S.A. IT-03/PK.
- Technical Instruction exercised at the J.S. Hamilton Poland S.A. IT-14/PK.
- Technical Instruction exercised at the J.S. Hamilton Poland S.A. IT-16/PK.


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2. SUBJECT OF THE TEST
2.1 Description of the products

Parameter	Description
Intended use	The products are intended for beard care
Fragrance	Characteristic for used raw materials
Direction of use	Clean / wash your face. Roll the beard gently about 10 times from top to bottom in each direction. Put on the "The Activator Serum" serum. Wash the roller and disinfect it with a spray. Roller use 1-2 times a week, apply the serum daily 1 time.
Products photo	

2.2 Qualitative composition of the product (INCI)

AQUA, ALCOHOL DENAT., CURCUMA LONGA (TURMERIC) CALLUS CONDITIONED MEDIA, BIOTIN, SODIUM PCA, SODIUM LACTATE, ARGININE, ASPARTIC ACID, PCA, GLYCINE, ALANINE, SERINE, VALINE, PROLINE, THREONINE, ISOLEUCINE, HISTIDINE, PHENYLALANINE, CARBOMER, PANTHENOL, CAPRYLYL GLYCOL, TRIETHANOLAMINE, TOCOPHEROL, SODIUM BENZOATE, GLUCUNOLACTONE, PHENOXYETHANOL, CALCIUM GLUCONATE.

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3. AIM OF THE STUDY

Confirmation/exclusion of the declared properties and efficiency of the products.

3.1 Products claims/properties declared by the customer**❖ After 30 days of use:**

- The Beard Roller is easy to use.
- The Activator Serum is easy to apply.
- Hair is getting thicker.
- New hair is noticeable.
- Beard grows faster than usually.
- The skin is not more dry than before.
- Some thin, small white hair starts to grow.
- Beard feels stronger.

❖ After 90 days of use:

- Hair is getting thicker.
- New hair is noticeable.
- Beard grows faster than usually.
- Some thin, small white hair starts to grow.
- Beard feels stronger.

❖ After 150 days of use:

- Hair is getting thicker.
- New hair is noticeable.
- Beard grows faster than usually.
- The Beard Growth Kit has improved my beard.

3.2 Study duration

30 days (27.06.2018 - 27.07.2018)

90 days (27.06.2018 - 25.09.2018)

150 days (27.06.2018 - 23.11.2018)

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3.3 Testing methodology**3.3.1 In use test**

The use test conducted at home under dermatological control. The study concerned on:

- assess the impact of cosmetics on safety to human health based on a long-term tolerance at the application site as a result of regular, repetitive application of the product, according to the purpose and use of the specified time (repetitive test);
- research leading to confirm or exclude the effect claimed for the cosmetic.

The Evaluation Questionnaire form, the characteristics of the panel and number of subjects (25 subjects) were in line with Customer requirements. The product was applied by subjects accordance with the declared method of use.

Declarations will be confirmed only if the ratio of the received positive responses to the total number of subjects participating in the study will be above 50%.

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4. DESCRIPTION OF SUBJECTS

Inclusion criteria:

GENERAL	Sign an informed consent to participate in the study, were informed about the purpose of the study, the manner of its conduct and the possible side effects.	
	The site of product application without irritation and changes requiring pharmacological treatment (specialist evaluation).	
SPECIFIC	Amount of subjects:	25
	Gender:	Men
	Age:	18-35
	Skin type:	All

The qualified subjects received the tested products, specially developed questionnaire and were obliged to:

- regular use of the products according to the method of use,
- during the test any other products of similar effects must not be used,
- a detailed evaluation of the tested products by using the received questionnaire,
- in case of any side effects at the application site they should immediately stop using the product and consult dermatologist at J.S. Hamilton Poland.

The test results may be affected by such factors as:

- type and condition at the site of products application,
- inter-individual genetic characteristics,
- individual preferences of subjects.

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5. RESULTS
5.1 Characteristic of subjects

Subject's number	Subject's code	Gender	Age	Face skin type	Skin sensitivity	Beard grow for more than 1 month	Using a beard growth promoting product	Study initiation date	Visit after 30 days	Visit after 90 days	Visit after 150 days								
1	CES PI	M	35	C	Y	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
2	FIG KR	M	25	D	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
3	FIG ST	M	33	D	N	N	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
4	TRA LU	M	28	N	N	N	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
5	SKU PR	M	35	N	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
6	ROS GR	M	35	C	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
7	WOJ DA	M	20	N	Y	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
8	KOZ LU	M	23	D	Y	Y	Y	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
9	HOL OS	M	28	D	N	N	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
10	STA DA	M	25	C	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
11	JAN WO	M	27	N	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
12	ROS MA	M	33	D	Y	N	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
13	LOZ AN	M	34	D	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
14	SZU MA	M	37	N	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
15	SAW AD	M	38	C	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
16	PAR JA	M	28	N	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
17	PIW JA	M	35	N	Y	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
18	GRA LU	M	28	N	N	N	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
19	GRO MA	M	30	N	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
20	JEZ PI	M	33	D	N	N	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
21	OBA TO	M	35	N	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
22	CZE BA	M	35	N	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
23	FLI PA	M	30	C	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
24	BIK MA	M	35	N	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
25	ŚLI FI	M	25	N	N	Y	N	27.06.2018	27.07.2018	25.09.2018	23.11.2019								
MAN	25	THE AVERAGE AGE	31	DRY (D)	7	YES (Y)	5	YES (Y)	19	YES (Y)	1	NUMBER OF SUBJECTS, WHO STARTED THE USE TEST	25	NUMBER OF SUBJECTS, WHO FINISHED THE USE TEST	25	NUMBER OF SUBJECTS, WHO FINISHED THE USE TEST	25	NUMBER OF SUBJECTS, WHO FINISHED THE USE TEST	25
		MINIMAL AGE	20	NORMAL (N)	13	NO (N)	20	NO (N)	6	NO (N)	24								
		MAXIMUM AGE	38	COMBINATED (C)	5														
				OILY (O)	0														

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5.2 Assessment of the cosmetic's impact on safety of human health – including the tests on tolerance in the site of application (repeated application)**5.2.1 After 30 days of use**

On the basis of medical examinations and interviews collected from subjects we found that the tested products **THE BEARD ROLLER, THE ACTIVATOR SERUM, THE SANITIZER SPRAY** were very well tolerated at the site of application. In all 25 people involved in the study, during the application, there was no way in the interview negative symptoms and feelings that might indicate an intolerance to any component of the products, such as irritation, burning sensation, redness or itching. The products did not cause dryness at the site of application for any subject.

Contraindications for use of the products are: acute inflammation of the place of application, requiring pharmacological treatment, and allergy recognized or hypersensitivity to any of its ingredients.

The results obtained in the test allow to conclude, that the product used as intended is safe for health of persons, in whom there is not a contraindication to its use.

5.2.2 After 90 days of use

On the basis of medical examinations and interviews collected from subjects we found that the tested products **THE BEARD ROLLER, THE ACTIVATOR SERUM, THE SANITIZER SPRAY** were very well tolerated at the site of application. In all 25 people involved in the study, during the application, there was no way in the interview negative symptoms and feelings that might indicate an intolerance to any component of the products, such as irritation, burning sensation, redness or itching. The products did not cause dryness at the site of application for any subject.

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5.2.3 After 150 days of use

On the basis of medical examinations and interviews collected from subjects we found that the tested products **THE BEARD ROLLER, THE ACTIVATOR SERUM, THE SANITIZER SPRAY** were very well tolerated at the site of application. In all 25 people involved in the study, during the application, there was no way in the interview negative symptoms and feelings that might indicate an intolerance to any component of the products, such as irritation, burning sensation, redness or itching. The products did not cause dryness at the site of application for any subject.

Contraindications for use of the products are: acute inflammation of the place of application, requiring pharmacological treatment, and allergy recognized or hypersensitivity to any of its ingredients.

The results obtained in the test allow to conclude, that the product used as intended is safe for health of persons, in whom there is not a contraindication to its use.

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5.3 Confirmation of the effect claimed for the cosmetic product

Regulation of the European Parliament and of the Council (EC) No. 1223/2009 of 30 November 2009 on cosmetic products.

Based on the results of use test, we concluded that the properties of products **THE BEARD ROLLER, THE ACTIVATOR SERUM, THE SANITIZER SPRAY** declared by the Customer were assessed as follows:

PRELIMINARY INTERVIEW

• "I have good genetics for growing a beard."	80%	subjects answered Yes/Definitely Yes
• "I think it is manly to have a beard."	92%	subjects answered Yes/Definitely Yes
• "Most other people think it is manly to have a beard."	92%	subjects answered Yes/Definitely Yes
• "I expect good results from this Beard Growth Kit."	96%	subjects answered Yes/Definitely Yes
• "It is possible to improve people's beard growth."	100%	subjects answered Yes/Definitely Yes
• "I wish I had a fuller beard."	96%	subjects answered Yes/Definitely Yes
• "My beard has many bald spots (spots with no hair)."	76%	subjects answered Yes/Definitely Yes
• "I would like the colour of my beard to be darker."	84%	subjects answered Yes/Definitely Yes

❖ After 30 days of use:

• The Beard Roller is easy to use.	100%	positive responses
• The Activator Serum is easy to apply.	100%	positive responses
• Hair is getting thicker.	84%	positive responses
• New hair is noticeable.	84%	positive responses
• Beard grows faster than usually.	96%	positive responses
• The skin is not more dry than before.	96%	positive responses
• Some thin, small white hair starts to grow.	64%	positive responses
• Beard feels stronger.	88%	positive responses

Moreover:

• How many pumps of serum do you apply on average per day:	1 pump – 0%	2 pumps – 48%	3 pumps – 44%	4 pumps – 4%	5 pumps – 4%
• "I feel sufficiently informed on how to use the product."	100%	subjects answered Yes/Definitely Yes			
• "I wish I had a fuller beard."	92%	subjects answered Yes/Definitely Yes			
• "My beard has many bald spots (spots with no hair)."	68%	subjects answered Yes/Definitely Yes			

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❖ After 90 days of use:

• Hair is getting thicker.	84%	positive responses
• New hair is noticeable.	88%	positive responses
• Beard grows faster than usually.	84%	positive responses
• Some thin, small white hair starts to grow.	84%	positive responses
• Beard feels stronger.	96%	positive responses

Moreover:

• How many pumps of serum do you apply on average per day:	1 pump – 0%	2 pumps – 48%	3 pumps – 36%	4 pumps – 16%	5 pumps – 0%
• “I wish I had a fuller beard.”	92%	subjects answered Yes/Definitely Yes			
• “My beard has many bald spots (spots with no hair).”	60%	subjects answered Yes/Definitely Yes			
• “People look more masculine with a beard.”	100%	subjects answered Yes/Definitely Yes			
• “People look more mature with a beard.”	100%	subjects answered Yes/Definitely Yes			

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❖ After 150 days of use:

• Hair is getting thicker.	100%	positive responses
• New hair is noticeable.	100%	positive responses
• Beard grows faster than usually.	100%	positive responses
• The Beard Growth Kit has improved my beard.	100%	positive responses

Moreover:

• How many pumps of serum do you apply on average per day:	1 pump – 8% 2 pumps – 48% 3 pumps – 28% 4 pumps – 12% 5 pumps – 4%	
• "I wish I had a fuller beard."	84%	subjects answered Yes/Definitely Yes
• "My beard has many bald spots (spots with no hair)."	44%	subjects answered Yes/Definitely Yes
• "I would like the colour of my beard to be darker."	56%	subjects answered Yes/Definitely Yes
• "I like how I look with a beard."	100%	subjects answered Yes/Definitely Yes
• "People look more masculine with a beard."	100%	subjects answered Yes/Definitely Yes
• "I will recommend this product to a friend"	100%	subjects answered Yes/Definitely Yes
• "I want to continue using the product after the test."	96%	subjects answered Yes/Definitely Yes
• "I want to keep my beard after the test."	100%	subjects answered Yes/Definitely Yes
• "My friends like how I look with a beard."	88%	subjects answered Yes/Definitely Yes

• Overall assessment of the product.	100%	positive responses
• Comparing with other similar products used in the past, the tested product was:	4%	definitely better
	96%	no comparison
• Intention of buying the product.	96%	positive responses

Answers on all questions are presented in the Appendix **7.1**.

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5.3.1 Answer to question no. 15

Subject's no.	Comment on your results
1	"The product gives visible results."
2	-
3	-
4	"Very good product. Works perfectly."
5	-
6	"It works very effectively. The product is great."
7	"Hair grows. Great product."
8	"In fact, hair grows in places where previously did not want to. A great product."
9	"The beard grew. Nice product."
10	-
11	-
12	"The product works, it is effective."
13	"Very thick hair. Good product."
14	"Indeed, the results are visible."
15	" It is OK."
16	-
17	"Great product. I recommend it to everyone."
18	-
19	-
20	-
21	"Very good product."
22	"I like the product very much."
23	-
24	-
25	-

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5.3.2 Answer to question no. 16

Subject's no.	Other comments to the manufacturer (side effects, etc.)
1	-
2	-
3	-
4	-
5	-
6	-
7	-
8	"The roller hurts the skin a little bit. But only at the beginning."
9	-
10	-
11	-
12	-
13	-
14	"No side effects."
15	-
16	-
17	-
18	-
19	-
20	-
21	-
22	-
23	-
24	-
25	-

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6. CONCLUSION

Under these study conditions, after regular application, is concluded that the products **THE BEARD ROLLER, THE ACTIVATOR SERUM, THE SANITIZER SPRAY:**

❖ After 30 days of use:

- were very well tolerated at the site of application,
- properties declared by the Customer have been confirmed:
 - The Beard Roller is easy to use.
 - The Activator Serum is easy to apply.
 - Hair is getting thicker.
 - New hair is noticeable.
 - Beard grows faster than usually.
 - The skin is not more dry than before.
 - Some thin, small white hair starts to grow.
 - Beard feels stronger.

❖ After 90 days of use:

- were very well tolerated at the site of application,
- properties declared by the Customer have been confirmed:
 - Hair is getting thicker.
 - New hair is noticeable.
 - Beard grows faster than usually.
 - Some thin, small white hair starts to grow.
 - Beard feels stronger.

❖ After 150 days of use:

- were very well tolerated at the site of application,
- properties declared by the Customer have been confirmed:
 - Hair is getting thicker.
 - New hair is noticeable.
 - Beard grows faster than usually.
 - The Beard Growth Kit has improved my beard.

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7. APPENDIX
7.1 Summary of the questionnaire

One subject presents 4,0%. The values are round off.

The Beard Growth Kit (The Beard Roller, The Activator Serum, The Sanitizer Spray)						
I. PRELIMINARY INTERVIEW						
		Definitely no	No	Yes	Definitely yes	
1	I have good genetics for growing a beard	0%	20%	44%	36%	
2	I think it is manly to have a beard	0%	8%	52%	40%	
3	Most other people think it is manly to have a beard	0%	8%	52%	40%	
4	I expect good results from this Beard Growth Kit	0%	4%	60%	36%	
5	It is possible to improve people's beard growth	0%	0%	64%	36%	
6	I wish I had a fuller beard	0%	4%	56%	40%	
7	My beard has many bald spots (spots with no hair)	4%	20%	52%	24%	
8	I would like the colour of my beard to be darker	0%	16%	60%	24%	
AFTER 30 DAYS OF THE PRODUCT USE						
After 30 days of regular use, evaluate the products in terms of the following parameters:						
IIA. ASSESSMENT OF THE PRODUCT'S PROPERTIES AT DAY 30						
		1	2	3	4	5
1	How many pumps of serum do you apply on average per day:	0%	48%	44%	4%	4%
		Definitely no	No	Yes	Definitely yes	
2	The Beard Roller is easy to use	0%	0%	68%	32%	
3	The Activator Serum is easy to apply	0%	0%	60%	40%	
4	I feel sufficiently informed on how to use the product	0%	0%	60%	40%	
5	My hair is getting thicker	0%	16%	56%	28%	
6	I have noticed new hair	0%	16%	56%	28%	
7	My beard grows faster than usually	0%	4%	68%	28%	
8	I wish I had a fuller beard	0%	8%	64%	28%	
9	My beard has many bald spots (spots with no hair)	4%	28%	52%	16%	
10	I feel my skin is more dry than before	24%	72%	4%	0%	
11	It seems like some thin, small white hair is starting to grow	4%	32%	56%	8%	
12	My beard feels stronger	0%	12%	72%	16%	

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AFTER 90 DAYS OF THE PRODUCT USE						
IIB. ASSESSMENT OF THE PRODUCT'S PROPERTIES AT DAY 90						
	1	2	3	4	5	
1	How many pumps of serum do you apply on average per day:	0%	48%	36%	16%	0%
		Definitely no	No	Yes	Definitely yes	
2	My hair is getting thicker	0%	16%	56%	28%	
3	I have noticed new hairs	0%	12%	60%	28%	
4	My beard grows faster than usually	0%	16%	56%	28%	
5	I wish I had a fuller beard	0%	8%	60%	32%	
6	My beard has many bald spots (spots with no hair)	4%	36%	52%	8%	
7	It seems like some thin, small white hair is starting to grow	0%	16%	72%	12%	
8	My beard feels stronger	0%	4%	68%	28%	
9	People look more masculine with a beard	0%	0%	64%	36%	
10	People look more mature with a beard	0%	0%	64%	36%	
AFTER 150 DAYS OF THE PRODUCT USE						
IIC. ASSESSMENT OF THE PRODUCT'S PROPERTIES AT DAY 150						
	1	2	3	4	5	
1	How many pumps of serum do you apply on average per day:	8%	48%	28%	12%	4%
		Definitely no	No	Yes	Definitely yes	
2	My hair is getting thicker	0%	0%	64%	36%	
3	I have noticed new hairs	0%	0%	64%	36%	
4	My beard grows faster than usually	0%	0%	64%	36%	
5	I wish I had a fuller beard	0%	16%	60%	24%	
6	My beard has many bald spots (spots with no hair)	0%	56%	32%	12%	
7	I would prefer my beard colour to be a bit darker	0%	44%	44%	12%	
8	I like how I look with a beard	0%	0%	64%	36%	
9	People look more masculine with a beard	0%	0%	60%	40%	
10	I will recommend this product to a friend	0%	0%	64%	36%	
11	I want to continue using the product after the test	0%	4%	60%	36%	
12	I want to keep my beard after the test	0%	0%	60%	40%	
13	My friends like how I look with a beard	0%	12%	52%	36%	
14	The Beard Growth Kit has improved my beard	0%	0%	64%	36%	
15	Comment on your results					
16	Other comments to the manufacturer (side effects, etc.)					

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III. MARKETING ASSESSMENT							
	Definitely I do not like it	I do not like it	Neutral	I like it	Definitely I like it		
17	Overall assessment of the product	0%	0%	0%	64%	36%	
	Definitely worse	Worse	Comparable	Better	Definitely better	No comparison	
18	Product assessment in comparison with the same type of products used before	0%	0%	0%	0%	4%	96%
	I would not buy it	I would not probably buy it	I do not know if I buy it	I would probably buy it	I would buy it		
19	Taking under consideration previously tested properties of the product, what is the probability that you will buy this product?	0%	0%	4%	64%	32%	

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8. SIGNATURES

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