

VB® ANTI-WRINKLE TREATMENT

Assessment of Clinical Effectiveness
in the **hydration and restoring of face skin tone and firmness**
performed by the
UNIVERSITY OF SIENA
Institute of Dermosifilopatic Clinic
Director: Prof. Lucio Andreassi

* Abstract

Upon proposal of Villa Borghini® Industry, has been performed by our University Clinic an experimentation aimed to assess the trend of skin hydration, applying a cream formulated with this goal by Villa Borghini® Industry and a specific product for face cleansing (Face Cleanser), realized by Villa Borghini® Industry to complete the Anti-Wrinkle Treatment.

MATERIALS AND METHODS

This survey has been performed on the Product named **VB® Anti-Wrinkle Cream**, provided in 50 ml jars.

The Product looks like a white cream, with pearly appearance and odorless. Applied on face, the cream is easy to distribute and massage, leaving in a few seconds a surface smooth to the touch.

The object of this survey were persons of both sexes of age between 18 and 53 years old.

Each subject, after has cleaned face with **VB® Face Cleanser**, has applied the needed quantity of **VB® Anti-Wrinkle Cream** in the morning and in the evening distributing it on the face and lightly massaging.

This application has been repeated in the same way for 30 consequent days.

The skin hydration has been assessed before the beginning of Treatment (basal time) and at the end of the proof (after thirty days), using the **Corneometer Device** (Courage Kazaka).

The obtained data were assessed with the “T” Student Test with compared data.

Moreover, has been performed the **Clinical Exam using the Stereomicroscopy**, both as soon as the subjects were chosen and at the end of the Treatment after 30 days.

Final Clinical Opinion

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All the subjects told they liked the Product and that they felt a nice feeling of freshness after its application.

The **corneometric values** have shown an **important increase of skin hydration** after the use of **VB® Anti-Wrinkle Treatment**.

In fact, the skin hydration average values, are changed from a starting value of 61,75 to a final value of 72,20 showing an **Highly important increase of 10,45 Corneometric Unities of Face Skin Hydration**.

The Clinical Exam performed by Stereomicroscopy has further confirmed the Anti-Wrinkle Effect of the analyzed VB® Treatment.

Clinical Assessment of Safety
according to the **Strict Clinical-Pharmacological Protocols**
provided by the **Repeated Insult Patch Test**
of the two products that make up the
VB® ANTI-WRINKLE TREATMENT
(**VB® Anti Wrinkle Cream and VB® Face Cleanser**)
performed by the
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VB® Anti-Wrinkle Cream

Is certified that the product analyzed by this survey
is **incapable of evoking irritative or allergic reactions**
detectable using the **Repeated Insult Patch Test**

VB® Face Cleanser

(combined with VB® Anti-Wrinkle Cream)
Is certified that the product analyzed by this survey
is **incapable of evoking irritative or allergic reactions**
detectable using the **Repeated Insult Patch Test**