

Skinfo® Product Study



We recently completed a blinded study comparing Skinfo® products to over the counter equivalent products. Subjects were given two products and asked to rate them in different areas.

Results:

Skinfo® Vita Lite Moisturizer was compared to Cetaphil® Moisturizing Lotion

Subjects preferred Skinfo® Vita Lite Moisturizer in all areas; amount of moisture, consistency of the product, use with other products, ease of application and overall preference.

Subjects commented the following:

- "(Cetaphil) did not absorb as well as (Vita Lite)."
- "(Cetaphil) did not work well with powder makeup."
- "(Cetaphil) was too runny and didn't leave a good feeling on my skin."
- "(Cetaphil) felt watered down and thin. (Vita Lite) smelled good too."
- "I thought (Vita Lite) went on very smooth, it was nice and thick. (Cetaphil) was too liquidy. I felt like my skin was very oily and my makeup didn't go on smooth with (Cetaphil). With (Vita Lite) my makeup went on very well."
- "(Vita Lite) was too thick and left my face sticky."
- "Both left my skin very oily and sticky."

Skinfo® Vita Lite Moisturizer was also compared to CeraVe™ Moisturizing Lotion.

Subjects in this group also preferred Skinfo® Vita Lite Moisturizer in all areas.

Subjects in this group commented the following:

- "(CeraVe) seemed watery. (Vita Lite) had a light, fresh scent."
- "(Vita Lite) seemed to help my dry skin better. My face felt dry late in the day with (CeraVe)."
- "(CeraVe) was too thin and liquidy."
- "(CeraVe) was too watery."
- "I did not like the consistency of (CeraVe) as much as I liked (Vita Lite)."
- "(CeraVe) was lighter than (Vita Lite) and seemed to spread easier, although they both seemed to be creamy."
- "(Vita Lite) was better in consistency, however, I broke out after a couple of days so I stopped using it. (CeraVe) was much better, but it's consistency appears a little liquidy, oh and maybe work on the fragrance also."
- "Both products seemed alike to me. I had no problems with either of them."



(left) Skinfo® Vita Lite Moisturizer, (right) Skinfo® Clean But Not Dry Cleanser

Skinfo® Clean But Not Dry Cleanser was compared to Cetaphil® Gentle Skin Cleanser.

Subjects in this group rated both cleansers similarly on consistency and use with other products but preferred Skinfo® Clean But Not Dry Cleanser overall.

Comments were as follows:

- "(Cetaphil) smelled like plastic and felt like it left a light film on my skin. (Clean But Not Dry) felt lighter and smelled much better."
- "(Cetaphil) was drying to my skin. Used more of (Cetaphil) each cleansing than (Clean But Not Dry)."
- "(Cetaphil) dried my face a lot. I didn't like (Cetaphil)."
- "(Cetaphil) would be better in winter, IF I used it at all. It was like putting on a thick cream to wash my face. (Clean But Not Dry) was more like a facial wash. It smells better and was easier to wash off."
- "(Cetaphil) was slimy."
- "I had to use (Cetaphil) twice to clean my face which made me use more product."
- "(Cetaphil) did not have an absorbing feel when applied. (Clean But Not Dry) was great. Neither made a lather."
- "(Cetaphil) seemed like it did not clean my skin enough. (Clean But Not Dry) was better but not amazing. Overall I prefer (Clean But Not Dry)."
- "(Cetaphil) was waxy feeling. Felt like I was cleaning with conditioner. Left a residue on my face and I seemed to get under the skin bumps/pimples. (Clean But Not Dry) was less waxy. Cleans the eye area better and washes off better but still felt like I was cleaning with conditioner."

