

theBenchmarkingCompany

Beauty & Personal Care Consumer Research

Aubio Life Sciences 10 Day Beauty Product Testing Final Report

Cold Sore Gel

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Presented to:

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OVERVIEW

Methodology

The Benchmarking Company (TBC) was engaged by Aubio Life Sciences to conduct a 10-day Beauty Product Testing Group (BPT) to test the efficacy and sensory appeal of one of Aubio Life Sciences' newest SKUs, the Cold Sore Gel. One hundred thirty (130) participants tested this product over 10 consecutive days, with online self-assessment evaluation surveys fielded after Day 1 and Day 10.

Study Dates

Study Start: January 26th, 2016
Study Complete: February 4th, 2016
Day 0: January 25th, 2016
Day 1: January 26th, 2016
Day 10: February 4th, 2016

Test Product

Cold Sore Gel

Participant Selection/Inclusion Criteria

TBC recruited all BPT panelists from our proprietary PinkPanel database. In order to qualify to participate, all respondents met the following criteria:

- a. Either male or female.
- b. Must be aged 18 to 80 years old.
- c. Multi-ethnic panel.
- d. Must regularly suffer from excessively chapped lips, cold sores, fever blisters, lip lesions and/or herpetic outbreaks on the lips.
- e. Have not used prescription lip care products in the past 3 months.
- f. Have concerns including any of the following: cracking lips, flaky lips, dry lips, sore, sun-damaged lips or tender lips.
- g. Must refrain from using other topical cold sore treatments during the duration of the study.
- h. Must consult with their physician and refrain from using prescription oral medication to treat or prevent herpetic outbreaks of the lips.
- i. Must not have done any of the following in the past three months: received a chemical peel, micro-dermabrasion, Botox, Restylane or any other type of injection, or use any prescription skin products such as Retin-A, Differin, etc.
- j. Subjects must be able to understand their role in the study, able to provide written Informed Consent for study, and able to fully participate in the study (10 Days consecutively).
- k. Questionnaires to evaluate the appeal and effectiveness of the product were given to the subjects at the beginning, and at the end of the study (intervals noted above and were delivered consecutively throughout the 10 Day period) to evaluate the skincare benefits and overall user experience.
- l. This study was conducted in compliance with the CFR Title 21, Part 50 (informed Consent of Human Subjects). Informed Consent was obtained from each subject in the study and documented in writing before participation in the study.
- m. The study does not intend to examine aging concerns in any specific race or ethnicity or gender, therefore subjects included any race/ethnicity. The subjects were recruited from all races/ethnicities to the extent possible. TBC recruited participants from across the United States.
- n. The study made every attempt to ensure adequate representation of each minority/ethnic group.
- o. A total of 135 subjects were recruited for this study, 130 subjects completed the study.

Test Product Distribution and Consumer Usage Guide

The test products were solely distributed to the subjects entered into the study, under the supervision of Aubio Life Sciences and The Benchmarking Company's Beauty Product Testing Group Study Manager.

Participants were mailed a 10-day supply of the Cold Sore Gel product along with a detailed user guide. Participants were instructed to apply a small amount of gel to their lips every two hours while awake.

Survey

The subjects assessed the product through online surveys on two occasions to garner initial and long-term results. A Day 0 survey was provided to determine the self-reported condition of the panelists' lip health prior to using the Aubio Sciences Cold Sore Gel. Aubio Life Sciences provided a questionnaire for the Day 0, Day 1 and Day 10 surveys. TBC programmed the questionnaire into an online survey, hosted these surveys, sent survey links to the participants, and tabulated the raw data at all noted intervals.

Confidentiality

Any information obtained from the participants was kept strictly confidential by TBC. To maintain the strictest confidentiality, the consumer's last names and any identifying information were not shared out with anyone except the internal TBC team. Any identifying information from the subjects who have consented to testify was shared only after permission from the subjects was obtained. Questionnaires answered by the subjects were kept under lock and key in the TBC offices, and were accessible only for the purpose of this study and to the members of the TBC research team only.

Consent Forms and Information

Subjects were included as part of the study only after they read and understood the informed consent form, which was available in English only. The subjects were informed about the objective of the study – to evaluate the efficacy of a Cold Sore Gel. Instructions to use the product were provided separately to the group and subjects were informed of the risks involved in improper use of the product, and given written instructions on using the product. The informed consent forms were required to be read and electronically signed by the subjects before being included in the study.

RESULTS

The data below has been collected from the Day 0, Day 1 and Day 10 online Self-Assessment surveys testing the Cold Sore Gel.

Cold Sore Gel Raw Data: Day 0 – Baseline

In a Day 0 Survey, panelists were asked to specify the state of their lip health as it relates to a cold sore/fever blister or herpetic outbreak.

Self-Described	%	# of panelists
I feel like I am getting one now but it is not yet visible	28	37
I currently have a cold sore/fever blister or herpetic outbreak	12	15
I do not have a cold sore currently, nor do I feel symptoms of an impending cold sore	48	78

On Day 0, panelists were asked what they use to treat their lips when they have an active sore or feel an impending outbreak. Panelists were asked to check all that apply.

Cold Sore Treatments/Competitive	%
Carmex	49
Abreva	38
Chapstick	35
OTC lip therapy designed to treat cold sores (not Abreva)	34
Lip balm	29
Natural remedy/homeopathic remedy	13
Other	11
Oral prescription medication	10
Nothing	4

Cold Sore Gel Raw Data: Day 1 and Day 10

Data Subset 1

***Thirty-seven (37) panelists who self-identified as having an impending cold sore, fever blister or herpetic outbreak that was not yet visible.**

Please rate your level of agreement with the following statements as it relates to the *instant* benefits of using the Cold Sore Gel.

% "Agree" + "Strongly Agree"	Day 1 / Instant
Soothed the site of the impending cold sore	100
I have not developed a full blown cold sore/blister	97
Reduced discomfort at the site	97
Reduced burning and/or itching at the site	94
Reduced irritation at the site	94
Reduced feeling of inflammation	94
Reduced redness caused by inflammation	94
Reduced lip tenderness	94
Lessened the severity of cold sore symptoms	91
Reduced symptoms associated with an oncoming colds sore	91
Soothed and relieved stressed lips	86
Feel as though it staved off an oncoming cold sore	86
Feels as though it stopped the colds sore/blister before it started	83

% "Agree" + "Strongly Agree"	Day 10
Soothed the site of the cold sore	100
Lessened the discomfort associated with the cold sore	100
This is a product I would use again to stave off a cold sore	100
This is a product I would use if I had a cold sore	100
Reduced itching at the site	97
Reduced burning at the site	97
Soothed and relieved stressed lips	97
Reduced redness caused by irritation	97
Lessened the severity of cold sore symptoms	97
Provided my lips with much needed relief	97
Reduced redness caused by inflammation	95
Reduced the appearance of inflammation	95
Reduced the symptoms associated with an oncoming cold sore	95
Significantly lessened the burn feeling	95
This is better than any other topical cold sore product I have used in the past.	95
Stopped the cold sore/blister or fever blister before it started	92
Eliminated the symptoms associated with an oncoming cold sore	92
Feel as though it staved off an oncoming cold sore	92
Lessened the duration of my symptoms	92

Reduced lip tenderness	92
This product was effective in staving off an impending cold sore/blister/lesion	92
Feels as though it relieves discomfort from deep within the skin	92
I never developed a full blown cold sore as a result of using this product	89
Gave me healthier lips	89
It is a miracle treatment for cold sore sufferers like me	86

On a scale from 1 to 10, how effective was this product at staving off an impending cold sore/blister/lesion? (10-being most effective, 1 being least effective)	Day 10 (%)
10	38
9	32
8	8
7	11
6	5
5	3
4	3
3	0
2	0
1	0

On a scale from 1 to 10, how effective was this product in providing relief from symptoms of stressed lips, i.e. chapped, bleeding, cracked, flakiness? (10 being most effective, 1 being least effective)	Day 10 (%)
10	41
9	16
8	22
7	11
6	5
5	0
4	0
3	0
2	3
1	3

Did this product help lessen the embarrassment associated with a cold sore?	Day 10 (%)
Yes	92
No	0
I don't get embarrassed	8

Open-Ended Testimonials from Panelists Who Self-Identify as Feeling an Impending Cold Sore that is Not Yet Visible:

Really great, kept the cold sore from forming. Eddie G.

I loved this gel. I felt like I had a cold sore coming on and once I started using this product, the cold sore never came! Kortnee P.

This product took away the burning and peeling of my lips. Twice I had that cold sore feeling coming on. I diligently used this product and I didn't suffer an outbreak. I like the fact it didn't have that alcohol smell and didn't burn. Debra R.

I'm very happy with this product and would definitely use it! I like the formula much better than Abreva and I really like that I don't feel like I'm wasting it. Too much Abreva always comes out of the packaging. I also really like that this feels like much more of a moisturizer to my lips than Abreva. Victoria H.

Cold Sore Gel Raw Data: Day 1 and Day 10

Data Subset 2

***Fifteen (15) panelists who self-identified as having an active, visible cold sore, fever blister or herpetic outbreak.**

Please rate your level of agreement with the following statements as it relates to the instant benefits of using the Cold Sore Gel.

% "Agree" + "Strongly Agree"	Day 1 / Instant
Lessened the appearance of the cold sore/blister/lesion	100
Skin felt significantly less irritated	100
Reduced discomfort at the site	100
Eliminated itchy and/or burning sensation	100
Reduced itchy and/or burning sensation	100
Reduced discoloration/redness at the site	100
Reduced the appearance of inflammation at the site	100
Provided my lips with much needed relief	100
Lessened the severity of cold sore discomfort	100
Relieves symptoms	100
Relieves feeling of lip tenderness	100
Relieved discomfort caused by the cold sore/blister/lesion	93

Please rate your level of agreement with the following statements as it relates to the benefits of using the Cold Sore Gel for 10 days.

% "Agree" + "Strongly Agree"	Day 10
Skin felt significantly less irritated	100
Reduced itching at the site	100
Eliminated itchy sensation	100
Reduced appearance of redness at the site	100
Eliminated any redness as the site	100
Cold sore became less noticeable	100
Reduced redness caused by irritation	100
Reduced redness caused by inflammation	100
Feel as though it lessened the duration of the visible sore	100
Significantly lessened the duration of the visible sore	100
Lessened the severity of cold sore discomfort	100
Lessened the duration of the outbreak	100
Lessened the duration of a visible lesion, blister or sore	100
Relieved the discomfort caused by the cold sore/blister/lesion	93
Lessened the appearance of the cold sore/blister/lesion	93
Reduced the appearance of the cold sore/blister/lesion	93
Quickly eliminated the appearance of the cold sore	93
It is a miracle treatment for cold sore sufferers like me	93

Reduced the appearance of inflammation	93
Eliminated the symptoms associated with a cold sore outbreak	93
Provided my lips with much needed relief	93
This product was effective in relieving pain and discomfort associated with a cold	93
Feels as though it relieves discomfort at a molecular level	93
Relieves tenderness at the site	93
Relieves symptoms quickly	93
Relieves symptoms immediately	93
Significantly reduces the duration of the outbreak	93
Reduced the size of blister, lesion, cold sore	93

On a scale from 1 to 10, how effective was this product in relieving pain or discomfort associated with a cold sore/blister/lesion? 10 – Being very effective	Day 10 (%)
10	67
9	13
8	13
7	0
6	0
5	0
4	7
3	0
2	0
1	0

On a scale from 1 to 10, how effective was this product in lessening the duration of a visible sore?	Day 10 (%)
10	60
9	20
8	13
7	0
6	0
5	0
4	7
3	0
2	0
1	0

Open-Ended Testimonials from Panelists with Current Cold Sore Outbreak:

I am enjoying using this product. The cold sore that I felt coming is no longer there after using this. This is definitely a great cold sore gel. Ashley L.

OMG, I LOVE, LOVE, LOVE this stuff. I had one cold sore, but my lips usually have major break outs. I put the Lip Gel on as soon as I got a cold sore and OMG no break out. It took the pain out of it, and was gone in 7 days. I usually have cold sores for 14 days or longer. I want to have this on hand at all time.

Terri R.

I cannot wait till this is on the market!!! I love thus stuff. My husband is happier than me. He get cold sores weekly and this has made his cold sores disappear in just two days!!!Amazing, it works better and faster than anything I have ever tried before! Pamela B.

Cold Sore Gel Raw Data: Day 1 and Day 20

Data Subset 3

****Fifty-two (52) panelists who self-identified as having an impending cold sore, fever blister or herpetic outbreak or visible cold sore. (This subset combines the two panelist groups of 15 cold sore sufferers and 37 who self-identified as having an impending but not yet visible cold sore.***

Please rate your level of agreement with the following statements as it relates to the instant benefits of using the Cold Sore Gel.

% “Agree” + “Strongly Agree”	Day 1 / Instant
Eliminated the symptoms associated with a cold sore outbreak or oncoming cold sore	92

Please rate your level of agreement with the following statements as it relates to the benefits of using the Cold Sore Gel for 10 days.

% “Agree” + “Strongly Agree”	Day 10
Reduced itching at the site	98
Reduced redness caused by irritation	98
Provided my lips with much needed relief	96
Reduced redness caused by inflammation	96
Reduced the appearance of inflammation	94
It is a miracle treatment for cold sore sufferers like me	88

Cold Sore Gel Raw Data: Day 1 and Day 10

Complete Data- All panelists

***One hundred thirty (130) panelists completed this section of questioning regardless of the state of their lips.**

Please rate your level of agreement with the following statements as it relates to the *instant* benefits of using the Cold Sore Gel.

% "Agree" + "Strongly Agree"	Day 1/Instant
Instantly relieves lip discomfort	92
Lips feel less susceptible to outbreaks	90
Instantly soothes sore lips	88
Lips instantly feel protected	88
Lips instantly feel protected	87
Instantly lips feel smoother	87
Instantly relieves discomfort associated with winter lips	87
Instantly calms skin irritation	87
Lips feel instantly hydrated	85
Lips feel instantly protected against environmental damage	85
Instantly relieves discomfort associated with chapped lips	85
Instantly leaves lips feeling more resilient	85
Instantly diminishes the appearance of chapped skin on the lips	85
Instantly lips feel nourished	85
Instantly restores essential moisture to the lips	84
Lips feel instantly protected against chapping, splitting and lesions	84
Feels as though it soothes from deep within	81
Lips feel deeply moisturized	78

Please rate your level of agreement with the following statements as they relate to your use of the Cold Sore Gel after 10 days of use.

% "Agree" + "Strongly Agree"	Day 10
I would use this product to treat a cold sore.	95
I would recommend this product to a friend who had a cold sore	94
Soothes sore lips	92
Calms skin irritation	92
Feels as if protects against cold sore/blister/lesion outbreak	91
Effectively protects the lips	90
Relieves itchy skin on the lips	90
Lips feel protected	90
Lips feel protected against environmental damage	89
Leaves lips feeling healthy	88
Relieves discomfort associated with winter lips	87
Relieves discomfort associated with chapped lips	86

Lips feel more resilient	86
Lips feel less susceptible to outbreaks	86
Lips feel protected against chapping, splitting and lesions	85
Lips feel smoother	85
Lips feel healthier	85
Lips feel significantly healthier	85
Diminishes the appearance of chapped skin on the lips	85
Lips feel nourished	85
Feels as though it soothes from deep within	85
Feels as though it penetrates deep into the skin, past the surface skin of the lips	84
I like the texture and consistency of the Cold Sore Gel.	84
Enhances lips' smoothness	83
Repels environmental stressors such as wind and cold	83
I like the smell of the Cold Sore Gel.	83
Creates a supple, healthy looking smile	82
Diminished the appearances of peeling skin on the lips	81
Restores essential moisture to the lips	80
I enjoy the subtle, natural flavor of the Cold Sore Gel.	80
Lips feel deeply hydrated	75
Lips feel ultra-hydrated	75
Lips feel deeply moisturized	73

How likely would you be to purchase the Cold Sore Gel?	Day 10 (%)
Likely	79
Not sure	19
Unlikely	3

How many stars would you rate this product with 5 being the highest possible score?	Day 10 (%)
5 stars	49
4 stars	35
3 stars	13
2 stars	3
1 star	3

Would you recommend this product?	Day 10 (%)
To a friend	93
To a spouse or significant other	93
To a friend/family member that suffers from cold sores	92
As a gift for a spouse or significant other	74

Where would you expect to purchase this product?	Day 10 (%)
Pharmacy	73
Superstore/drugstore	69
Ulta	38
Sephora	32
Dermatologist/Doctor's office	22
QVC	16
HSN	13
Other	7

% "Yes"	Day 10
Did you like using this product more than other lip products you've been using?	78
If this product cost the same as your regular lip product, would you switch to this product?	83

Open-ended Comments from Survey Participants

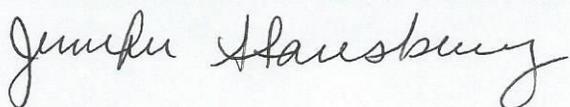
Overall, great product and the smell/ consistency is perfect. Angela P.

When I started this trial my lips were so dry and split. I love how soft and moist my lips are I hope I could continue to use the product. Massiel L.

Great product. It actually helped to combat a cold sore I knew and felt was coming, it never made an appearance even with the regular signs! Marc C.

The Benchmarking Company verifies the testing methodology and all above data and survey results are accurate. Limitations: TBC does not represent or warrant that the products tested are safe, effective or actually meet any claims or achieve any results for which the product was tested by the panel. TBC asserts only that the tests were conducted according to the prescribed specifications and protocols and that the subjective impressions and results recorded by panel members were compiled and reported as indicated.

Jennifer Stansbury (via electronic signature, fully executed version available upon review of client)



Jennifer Stansbury, Co-Founder & Managing Partner, The Benchmarking Company

February 9th, 2016

Date