

JUSTIFICATION OF “VISIBLE RESULTS IN 1 DAY”

Introduction:

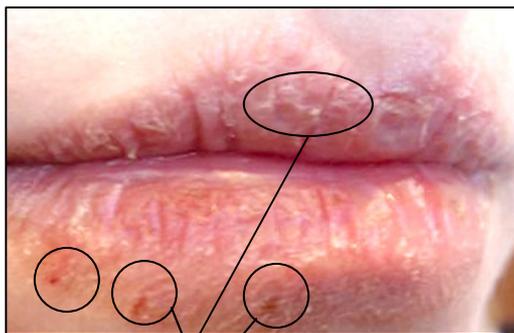
The purpose of this report is to justify the claim of “Visible Results in 1 day” on Lip Balm packaging.

Methodology:

Participants having very dry lips applied the balm 3 to 4 times in on day 0 and photographs of the lips were taken the next day.

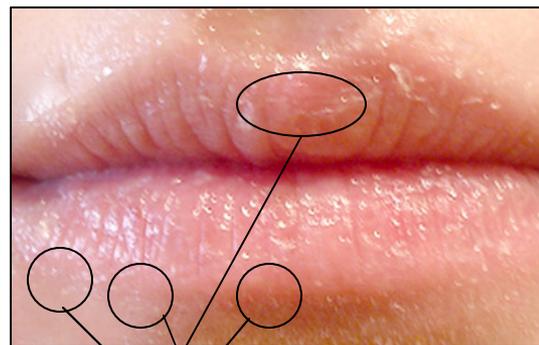
Results:

Results from the trial after 1 day indicate that there is a significant change in the appearance of the skin condition. The Photographic evidence also suggests that this claim is truthful. Please see below for before and after pictures of a participant having very dry lips.



Day 0

Severely dry lips with red marks (sign of soreness and inflammation)



Day 1

Completely healed – smooth and moisturized

Conclusion:

It can be concluded that the statement “Visible results in 1 day” is valid. Evidence from the trial indicates that participants saw a visible difference in the condition of their dry lips, 1 day after commencing treatment.