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INTRODUCTION

Millions of men around the world shave their facial hair regularly. In addition to men's shave technique, skin condition and facial hair characteristics, their shave experience also depends on the quality of products used in the three phases of the shave:

1. Pre-Shave: Preparing the beard hair for shaving by removing dirt and oil; hydrating and softening the beard hair to reduce cutting force.
2. During the Shave: Maintaining hair softness throughout the shave to facilitate hair removal; enhancing lubrication to protect the skin while optimizing closeness and comfort.
3. Post-shave: Hydrating the skin to promote soothing and reduce the appearance of dry skin.

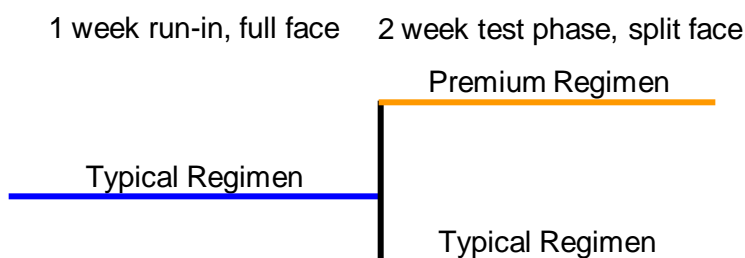
OBJECTIVE

This study evaluates the impact of different grooming regimens on overall facial skin condition.

METHODS

Forty-five subjects were enrolled (36 completed) in a three-week study comparing the following shaving regimens, according to the study design below:

- Typical Regimen (based on market share): bar soap, foaming shave prep, 3-blade razor
- Premium Regimen: pre-shave wash, lubricating shave gel, 5-blade razor, post-shave moisturizer

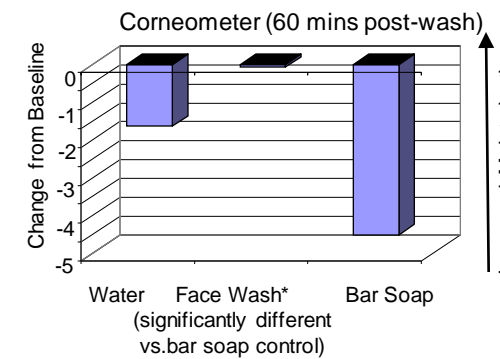


Skin hydration (corneometer), barrier function (TEWL), electron microscopy, dryness (expert grading) and self-assessment of the shave experience were used to quantify skin condition benefits delivered by the premium regimen.

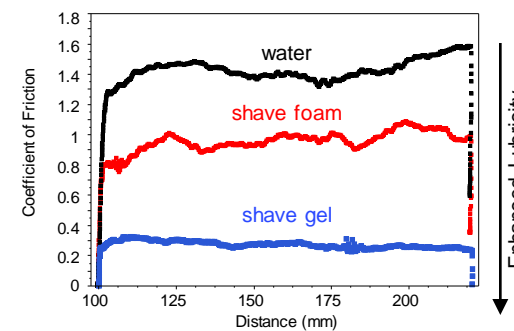
PRE-SHAVE

In a separate study, hydration was measured 60 minutes after washing the volar forearm with water, a mild facial wash and bar soap.

- The mild face wash is less drying than using bar soap (right)



DURING SHAVE



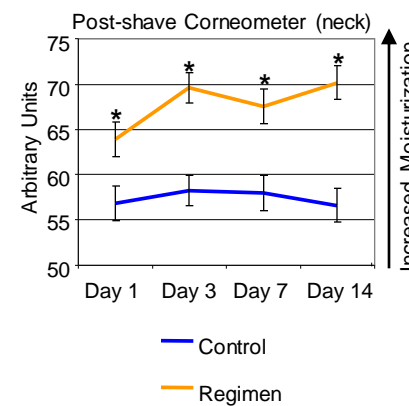
Coefficients of friction of different shave preps were measured by dragging razor against a skin surrogate.

- A gel shave prep provides enhanced lubrication and razor glide (left).

POST-SHAVE

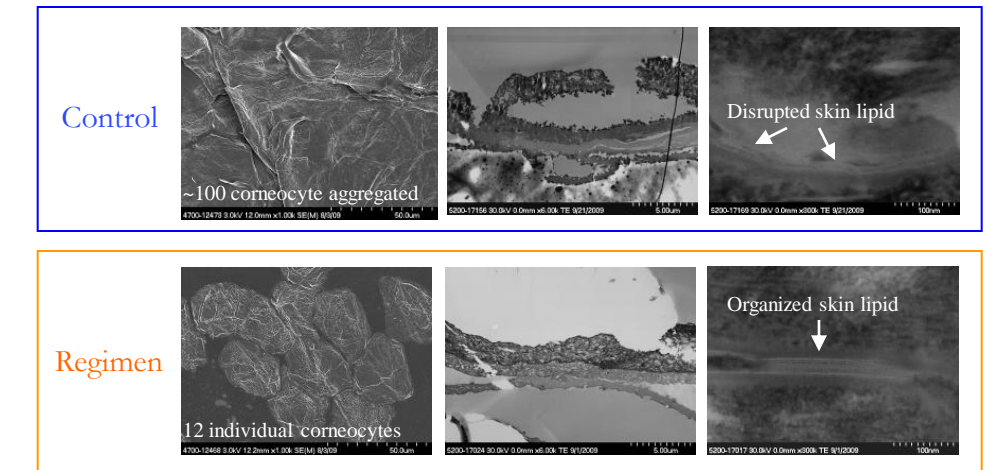
Hydration was measured 45-60 minutes after shaving on two shaved sites, the cheek and the neck.

- Use of the premium regimen including a post-shave moisturizer shows improvements in hydration on the neck (significant at all time points) (right) and the cheek (directional, significant at day 14) (not shown).
- Significant improvement in dryness at all time points on the cheek and neck were observed by expert visual grading with use of premium regimen.

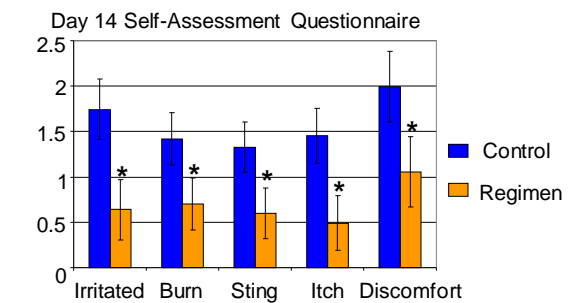


REGIMEN BENEFITS

- Tape strips from a high responder were processed for electron microscopy.
- Scanning electron micrographs show large aggregated skin flakes on the control side which are absent with the use of the regimen (first column).
- Transmission electron micrographs show less damage to the stratum corneum with regimen (middle and far right columns).



- Subjects reported an overall better shave experience when using a premium regimen (10 point visual analog scale) (self-assessments, right).



CONCLUSIONS

- This clinical study demonstrated that a premium shaving regimen delivered both functional (hydration) and structural benefits to the stratum corneum, consistent with improved stratum corneum health. Importantly, these technical benefits translated into consumer noticeable benefits in the overall shave experience.
- The structural benefits observed by electron microscopy were not confirmed by a significant TEWL difference.

ACKNOWLEDGEMENTS

The authors would like to thank: T Tobery, W Yu, L Simms, F Luo, S Bentz, P Lipic, P Zupkosky, K Vanoosthuyze, H Kemp