

Results Presentation (Sensitive Care Fragrance Free Shampoo) - After First Use

Inspired Beauty Brands Inc. Study 215643

Claim	Statements to be substantiated	Positive Responses	Met 50%	Met 70%
Q014	I like the thickness/viscosity of this shampoo.	75.96%	Yes	Yes
Q015	This shampoo is easy to lather.	90.38%	Yes	Yes
Q016	This shampoo provides the amount of foam I expect from a shampoo.	86.54%	Yes	Yes
Q017	This shampoo rinses out of my hair easily.	95.19%	Yes	Yes
Q018	This shampoo cleans my hair well.	98.08%	Yes	Yes
Q019	There is no odor to this shampoo.	95.19%	Yes	Yes
Q020	This shampoo gently cleanses my hair.	98.08%	Yes	Yes
Q021	This shampoo nourishes my hair and scalp.	93.27%	Yes	Yes
Q022	This shampoo removes impurities from my hair and scalp.	91.35%	Yes	Yes
Q023	This shampoo removes product build up and oil from my hair and scalp.	93.27%	Yes	Yes
Q024	This shampoo does not cause irritation to my scalp.	96.15%	Yes	Yes
Q025	This shampoo does not cause discomfort to my scalp.	98.08%	Yes	Yes
Q026	This shampoo is soothing.	86.54%	Yes	Yes
Q027	This shampoo helps protect my hair.	84.62%	Yes	Yes
Q028	This shampoo helps moisturize my hair.	86.54%	Yes	Yes
Q029	This shampoo makes my hair healthy-looking.	87.50%	Yes	Yes
Q030	This shampoo helps improve my scalp health.	88.46%	Yes	Yes
Q031	This shampoo makes my skin feel happy.	89.42%	Yes	Yes
Q032	The fact that this shampoo is Dermatologist Approved and Hypoallergenic is important to me.	96.15%	Yes	Yes
Q033	The ingredients of oat extract and vitamin B5 are important to me in this type of product.	83.65%	Yes	Yes

Notes on Claim Substantiation

The industry standard for a claim to be considered as having been substantiated requires a positive response $\geq 70\%$, although in some cases, $\geq 50\%$ may be used. Claims can be substantiated using a lower percentage of positive responses if they are correctly documented and advertised. The percentage of positive responses should be clearly detailed on any packaging or marketing claims. For each of the claims detailed opposite, the percentage of responses which were classified as positive is detailed, together with $>50\%$ and $>70\%$ classifications.

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Claim	Statements to be substantiated	Positive Responses	Met 50%	Met 70%
Q034	My hair feels gently cleansed after using this shampoo.	97.12%	Yes	Yes
Q035	My hair feels nourished after using this shampoo.	93.27%	Yes	Yes
Q036	Impurities in my hair and scalp are removed after using this shampoo.	91.35%	Yes	Yes
Q037	I do not experience any irritation or discomfort when using this shampoo.	97.12%	Yes	Yes
Q038	My hair and scalp feel soothed when using this shampoo.	88.46%	Yes	Yes
Q039	My hair feels protected after using this shampoo.	86.54%	Yes	Yes
Q040	My hair feels moisturized after using this shampoo.	89.42%	Yes	Yes
Q041	My hair is healthy-looking after using this shampoo.	94.23%	Yes	Yes
Q042	My scalp is happy-feeling after using this shampoo.	89.42%	Yes	Yes
Q043	After using this shampoo my scalp feels balanced.	87.50%	Yes	Yes
Q044	My hair is less frizzy after using this shampoo.	70.19%	Yes	Yes
Q045	My hair is shiny after using this shampoo.	85.58%	Yes	Yes
Q046	This shampoo helps restore moisture to my hair and scalp.	89.42%	Yes	Yes
Q047	After using this shampoo I notice a reduction of dry flakes on my scalp.	81.73%	Yes	Yes
Q048	After using this shampoo my scalp feels healthier.	92.31%	Yes	Yes
Q049	This shampoo helps relieve my itchy, dry scalp.	82.69%	Yes	Yes
Q050	This shampoo helps balance my oily scalp.	80.77%	Yes	Yes
Q051	This shampoo adds volume to my flat hair.	69.23%	Yes	No
Q052	This shampoo fosters a healthy and balanced skin barrier.	85.58%	Yes	Yes
Q053	This shampoo helps soothe a compromised skin barrier.	86.54%	Yes	Yes

Notes on Claim Substantiation

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Results Presentation (Sensitive Care Fragrance Free Shampoo) - After First Use

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Claim	Statements to be substantiated	Positive Responses	Met 50%	Met 70%
Q054	My hair is soft after using this shampoo.	96.15%	Yes	Yes
Q055	My scalp feels less irritated after using this shampoo.	92.31%	Yes	Yes
Q056	I feel that this shampoo is suitable for my hair and scalp.	94.23%	Yes	Yes
Q057	I feel that this product meets the description on the package.	96.15%	Yes	Yes
Q058	I find the packaging of this product appealing.	93.27%	Yes	Yes
Q059	The product gave me the results I was expecting.	92.31%	Yes	Yes

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Results Presentation (Sensitive Care Fragrance Free Shampoo) - After 6 Washes or 2 Weeks of Use

Inspired Beauty Brands Inc. Study 215643

Claim	Statements to be substantiated	Positive Responses	Met 50%	Met 70%
Q060	This shampoo rinses out of my hair easily.	95.19%	Yes	Yes
Q061	This shampoo cleans my hair well.	98.08%	Yes	Yes
Q062	This shampoo gently cleanses my hair.	97.12%	Yes	Yes
Q063	This shampoo nourishes my hair and scalp.	96.15%	Yes	Yes
Q064	This shampoo removes impurities from my hair and scalp.	95.19%	Yes	Yes
Q065	This shampoo removes product build up and oil from my hair and scalp.	95.19%	Yes	Yes
Q066	This shampoo does not cause irritation to my scalp.	98.08%	Yes	Yes
Q067	This shampoo does not cause discomfort to my scalp.	97.12%	Yes	Yes
Q068	This shampoo is soothing.	90.38%	Yes	Yes
Q069	This shampoo helps protect my hair.	89.42%	Yes	Yes
Q070	This shampoo helps moisturize my hair.	92.31%	Yes	Yes
Q071	This shampoo makes my hair healthy-looking.	91.35%	Yes	Yes
Q072	This shampoo helps improve my scalp health.	90.38%	Yes	Yes
Q073	This shampoo makes my skin feel happy.	88.46%	Yes	Yes
Q074	The fact that this shampoo is Dermatologist Approved and Hypoallergenic is important to me.	92.31%	Yes	Yes
Q075	The ingredients of oat extract and vitamin B5 are important to me in this type of product.	87.50%	Yes	Yes
Q076	My hair feels gently cleansed after using this shampoo.	96.15%	Yes	Yes
Q077	My hair feels nourished after using this shampoo.	93.27%	Yes	Yes
Q078	Impurities in my hair and scalp are removed after using this shampoo.	93.27%	Yes	Yes
Q079	I do not experience any irritation or discomfort when using this shampoo	96.15%	Yes	Yes

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Results Presentation (Sensitive Care Fragrance Free Shampoo) - After 6 Washes or 2 Weeks of Use

Inspired Beauty Brands Inc. Study 215643

Claim	Statements to be substantiated	Positive Responses	Met 50%	Met 70%
Q080	My hair and scalp feel soothed when using this shampoo.	94.23%	Yes	Yes
Q081	My hair feels protected after using this shampoo.	92.31%	Yes	Yes
Q082	My hair feels moisturized after using this shampoo.	93.27%	Yes	Yes
Q083	My hair is healthy-looking after using this shampoo.	95.19%	Yes	Yes
Q084	My scalp is happy-feeling after using this shampoo.	92.31%	Yes	Yes
Q085	After using this shampoo my scalp feels balanced.	91.35%	Yes	Yes
Q086	My hair is less frizzy after using this shampoo.	81.73%	Yes	Yes
Q087	My hair is shiny after using this shampoo.	89.42%	Yes	Yes
Q088	This shampoo helps restore moisture to my hair and scalp.	90.38%	Yes	Yes
Q089	After using this shampoo I notice a reduction of dry flakes on my scalp.	78.85%	Yes	Yes
Q090	After using this shampoo my scalp feels healthier.	88.46%	Yes	Yes
Q091	This shampoo helps relieve my itchy, dry scalp.	88.46%	Yes	Yes
Q092	This shampoo helps balance my oily scalp.	84.62%	Yes	Yes
Q093	This shampoo adds volume to my flat hair.	78.85%	Yes	Yes
Q094	This shampoo fosters a healthy and balanced skin barrier.	94.23%	Yes	Yes
Q095	This shampoo helps soothe a compromised skin barrier.	90.38%	Yes	Yes
Q096	My hair is soft after using this shampoo.	93.27%	Yes	Yes
Q097	My scalp feels less irritated after using this shampoo.	92.31%	Yes	Yes
Q098	I feel that this shampoo is suitable for my hair and scalp.	91.35%	Yes	Yes
Q099	The product gave me the results I was expecting.	92.31%	Yes	Yes

Notes on Claim Substantiation

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Claim	Statements to be substantiated	Positive Responses	Met 50%	Met 70%
Q100	I feel this product is suitable for daily use.	89.42%	Yes	Yes
Q102	I would purchase this shampoo.	87.50%	Yes	Yes
Q103	I would recommend this product to others.	88.46%	Yes	Yes
Q106	Do you like that this product is silicone free?	96.15%	Yes	Yes
Q107	How would you rate the product and the overall experience?	92.31%	Yes	Yes
Q108	Did the performance of this product meet your expectations? If no, why?	88.46%	Yes	Yes
Q109	I like that this product has a "CLEAN BEAUTY" seal/call-out.	91.35%	Yes	Yes

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