

Trū Aura

Core 4 Skincare & Treatments Clinical Trials and Results

Clinically proven to be safe, effective and microbiome-friendly

TrūAura's microbiome-clean skin care and treatment products are formulated with the safest ingredients possible, utilizing ingredients that are naturally derived or skin identical, to help support the health and balance of the skin's microbiome and minimize the signs of aging.

WHY DID WE CONDUCT CLINICAL TRIALS?

Clinical testing is utilized by many brands to verify safety, efficacy and results. We wanted to have objective, third-party evidence to demonstrate that our products work. By using a third-party testing facility, and a combination of instrument tests and subject questionnaires, we believe we have collected pure and objective insights about our Core Skincare and Treatment products.

HOW WERE THE CLINICAL TRIALS CONDUCTED?

Each product was tested by 37 women ranging in age up to 65-years old with all skin tones and skin types. Products were tested independently and anonymously—subjects did not know brand, price, or name of the products. The products were tested over an 8-week trial period, depending on the product and the objective of the trial. In 8-week trials, subjects used a product daily, in combination with no other products, for eight weeks and were evaluated at 0, 2, 4, and 8 weeks

CLINICAL GRADING RESULTS*

We tested the products for the following effects:

Core 4 Skincare

(Nourishing Cleanser, Refreshing Tonic,
Replenishing Day Lotion, Replenishing Night Cream)



% Of Women Who Experienced Clinically Measured Improvements After 8 Weeks of Use:

- 100% - Fine Lines
- 100% - Skin Smoothness
- 100% - Skin Firmness
- 83% - Skin Tone

Core 4 Skincare +

Advanced Repair Eye Treatment

(Nourishing Cleanser, Refreshing Tonic,
Replenishing Day Lotion, Replenishing Night Cream,
Advanced Repair Eye Treatment)



% Of Women Who Experienced Clinically Measured Improvements After 8 Weeks of Use:

- 100% - Fine Lines
- 84% - Reduction in Crow's Feet
- 100% - Reduction in Dark Under-Eye Circles (After 4 weeks)
- 100% - Skin Smoothness
- 95% - Skin Radiance / Illumination / Brightness

TRŪAURA & THE MICROBIOME

TrūAura's products have been clinically proven to preserve the richness and diversity of the skin microbiome.

TrūAura's products have been clinically tested to be microbiome friendly.

TrūAura's products have been clinically proven to help preserve the health and balance of the skin microbiome.

*Results based on independent, 8-week, 37-subject, single-blind clinical and consumer self-assessment study