



CONTROLLED USAGE STUDY TO EVALUATE TOLERANCE AND EFFICACY OF LASHALIVE PRODUCT

AMA Ref. No.: MS08.QUEST.L3032.REP.GKL

Date: November 20, 2008

Sponsor: Greek Island Labs, LLC

Objective:

This panel has been convened to evaluate efficacy of Adonia LashAlive product.

Test Material:

Test Sample Description:

On July 18, 2008 one test sample labeled Adonia LashAlive was received.

Panel Selection:

Standards for Inclusion in a Study:

1. Individuals who will complete a preliminary medical history mandated by AMA Laboratories, Inc.
2. Individuals who will read, understand and sign an informed consent document as required by Reference 21 CFR Ch. 1 Part 50, Subpart B. Consent forms will be kept on file and will be available for examination on the premises of AMA Laboratories, Inc., only.
3. Individuals in good health and free of any dermatological or systemic disorder, which would interfere with the results, at the discretion of the Investigator.
4. Individuals, who will be able to cooperate with the Investigator and research staff, be willing to have the test materials applied according the protocol and complete the full course of study.
5. Individuals with no known abnormal response to cosmetic products and who are willing to cooperate with the study requirements.

Standards for Exclusion from a Study:

1. Individuals who are under doctor's care.
2. Individuals taking medication which in the opinion of the Investigator would mask or interfere with the results.
3. Individuals with chronic skin allergies or skin conditions such as severe dermatitis, psoriasis, and/or eczema.
4. Individuals with uncontrolled diseases such as diabetes, hypertension, hyperthyroidism, or hypothyroidism.
5. Individuals with irritation or sensitivity to cosmetic products, soaps, shampoos or personal hygiene cleansing products.
6. Female volunteers who indicate that they are pregnant or lactating.
7. Individuals with blemishes, nevi, sunburn, suntan, scars, moles, active dermal lesions or uneven pigmentation in the test sites.
8. Individuals participating in any clinical research study at another facility or with a doctor's office at the commencement and duration of the study.

Population Demographics:

Number of subjects enrolled.....	25
Number of subjects completing study.....	25
Age Range.....	23 - 55
Sex.....	Female..... 25
Race.....	Caucasian..... 23
	Hispanic..... 1
	Asian..... 1

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Procedure:

Twenty five female subjects were inducted into this study. The demographic data is shown in Section 5.0. All subjects completed a screening form, medical history form, and informed consent document prior to commencement. In order to pre-condition the test site and keep all topical treatments constant for all test subjects, panelists were required to abstain from using any other eyelash enhancing products other than the test product for the duration of the study.

The study was conducted according to the sponsor test requested design wherein all subjects were assigned to use the test material as part of their normal daily routine according to the following sponsor supplied use instructions:

Apply the LashAlive once in the morning and once at night before bedtime like liquid eyeliner along the lash line, at the base of both your upper and lower eyelashes. One brush stroke on the lower lash line is sufficient. It is best to apply the LashAlive to clean skin surface. It is recommended to wash your hands and face with a mild soap and water prior to the application of product. Once lashes are at the desired appearance, you can reduce use of product to just 3 times a week.

Observations:

No adverse effects or unexpected reactions of any kind were observed on any of the subjects.

Conclusions:

When used in accordance with intended package directions the test material (AMA Laboratories labeled Adonia Lash Alive) in the first 21 days demonstrated improvement in eyelashes in 64% of the test subjects. Then after 42 days overall results of the appearance of their eyelashes including fullness, length, visibility, thickness, health and how lush, improved in 88% of the subjects. However with continued use in 56 days overall results of the appearance of their eyelashes including fullness, length, visibility, thickness, improved in 92% of subjects. Further, this phenomenon was documented and confirmed during the course of this study.

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