AESTHETIC AND COSMETIC DERMATOLOGY (LASERS SEPARATE CATEGORY)

IN VIVO DEMONSTRATION OF THE EFFICACY OF A MEN FACE MOISTURIZER ON HAIR BEARD SOFTNESS BY USING TRIBO-ACOUSTIC METHOD.

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Background: Now days, wearing a short barb is very trendy among a large men's population. But it can accompanied by uncomfortable sensations, as hair feel rough and even unclean. In cosmetic, a new challenge is to offer both skin moisturizing efficacy and beards care benefits in a same product.

Objective: the objective of the study was to demonstrate the efficacy of a moisturizer and conditioner product on 3-day beard softness using tribo-acoustic measurements technic after 5-week daily applications.

Materials and methods: In vivo study was conducted on 20 Caucasian men (25-55 y.o) having a 3-Day beard. The product was applied twice a day during 5 weeks. Measurements has been done onto the lower cheek before (T0) and after treatment (T5W) and were performed on a 3 day-grown beard by using a specially device which records, through an amplifying sensor, the vibrations produced by the standardized contact between the finger of an experimenter and the lower cheek surface during friction. Each measurement included 3 successive records of friction induced sounds when moving the finger in a first direction (up to down) and 3 others when moving in the reverse direction. Additionally, a group of 50 men, including the 20 men on whom the measurements were performed, was asked to complete a self-assessment questionnaire.

Results: we observed a significant decrease in average vibrational level at the end of the treatment in both directions of friction, reflecting an increased softness of the beard. Self-assessment also indicated this tendency.

Conclusions: This study showed that an adapted cosmetic can clearly led to a decrease in roughness and hardness of short beards, both objectively measured by an instrumental method and also by the self-perceived by men.