



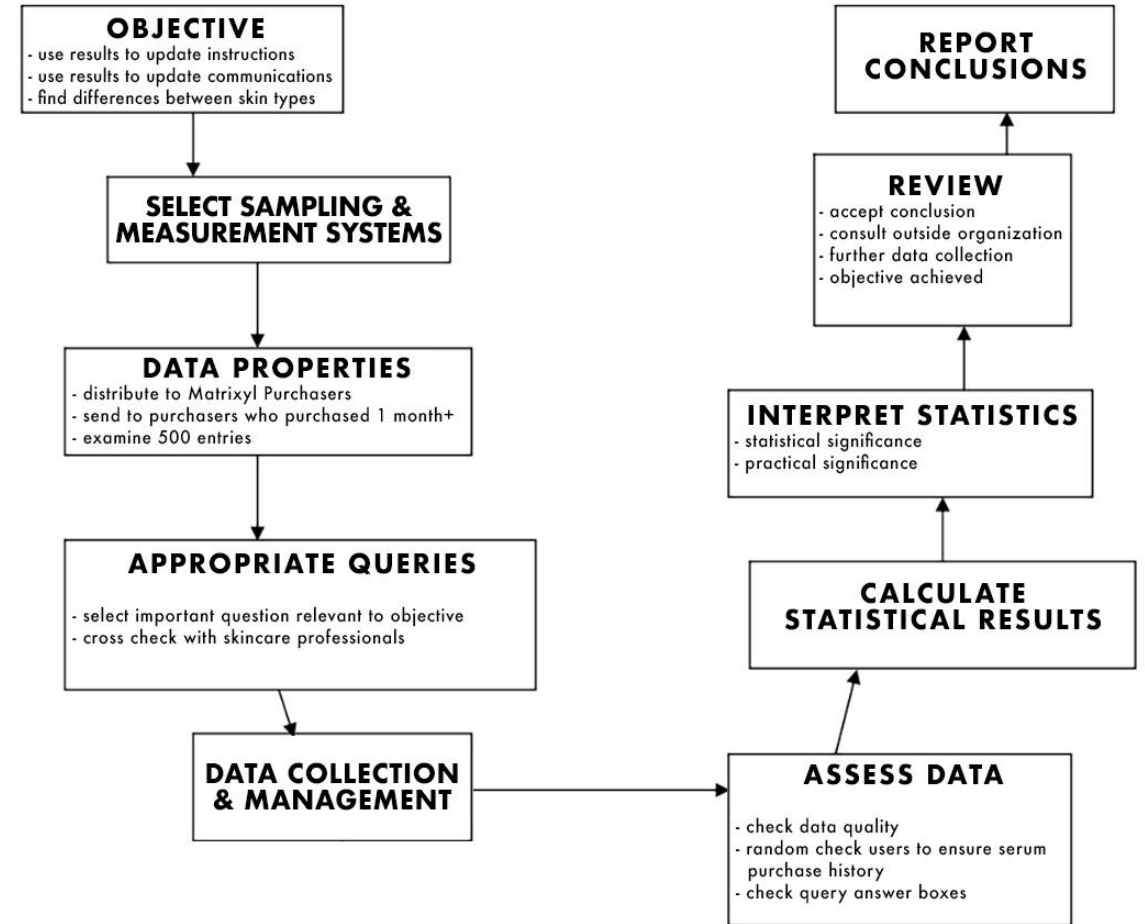
Dēpology

MATRIXYL 3000 CUSTOMER SURVEY

Q1 2023

PROCESS

PURPOSE FOR MATRIXYL 3000 CUSTOMER SURVEY



OBJECTIVE

- **UPDATE USAGE INSTRUCTIONS**

Now that we have more users for this serum, we want to get insights directly from a large pool of our users and review their experience with our serum.

- Objectives for this survey related to usage is to:
 1. Identify how many times a day on average users are using it
 2. Review the queries that may question usage or routine usage

- **UPDATE COMMUNICATIONS**

We want to update our marketing communication to reflect closer to the customers true experience with our Matrixyl 3000 Serum.

- The information we want to update and reflect is:
 1. Time/Period to see significant changes in the skin
 2. How many benefits on average do they experience
 3. Adequacy rating
 4. Irritative experience

- **IDENTIFY DIFFERENCES BY SKIN TYPE**

We will aggregate the data by skin type to see if there is any notable difference in experience by skin type.

SELECT SAMPLING & MEASUREMENT SYSTEMS

- **DATA PROPERTIES**

Our data resources are from our customer email list of users who purchased Matrixyl 3000 on our website- this survey link has not been shared anywhere else.

- These data/customer properties are defined as:
 1. Distribute to Matrixyl Purchasers via email
 2. Send to purchasers who ordered 1 month+
 3. Examine and aggregate 500 users

- **APPROPRIATE QUERIES**

Our questions are guided by our priority objectives- we do not want to overwhelm the respondents.

- Our queries guideline:
 1. Question pool made from our objectives
 2. Send questions to skincare expert to review
 3. Update questions based on feedback from expert

- **DATA COLLECTION AND MANAGEMENT**

We distributed our survey via our email platform to users that matched the set email properties, we used a reliable survey provider to collect this information. This data is then downloaded in CSV format to further aggregate the results collected. This aggregation will allow us to funnel the experience down by the user skin type.

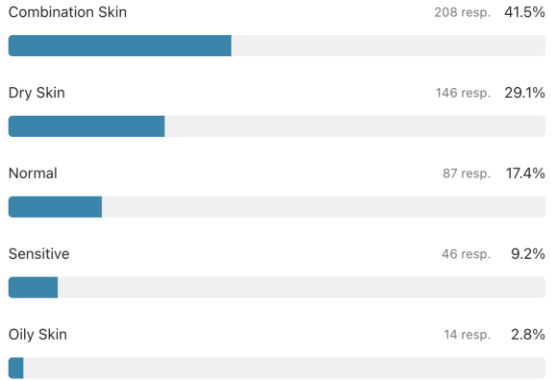


DATA ASSEMENT & SUMMARY RESULTS

[501 users]

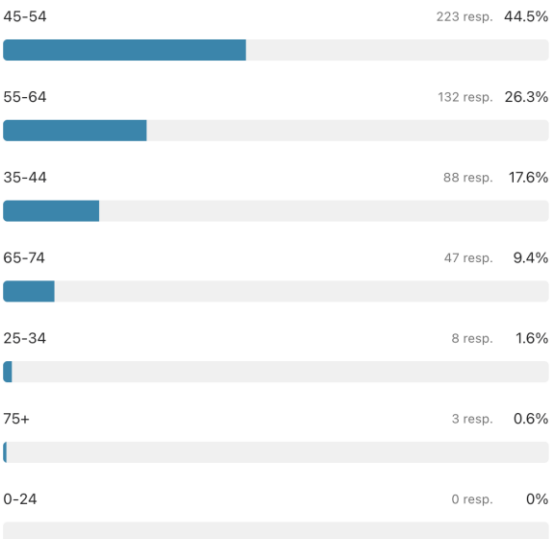
What is your skin type?

501 out of 501 people answered this question



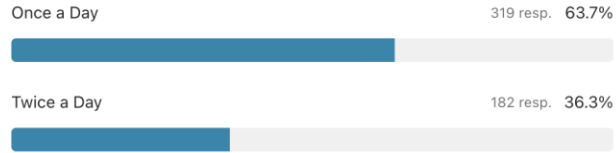
What is your age group?

501 out of 501 people answered this question



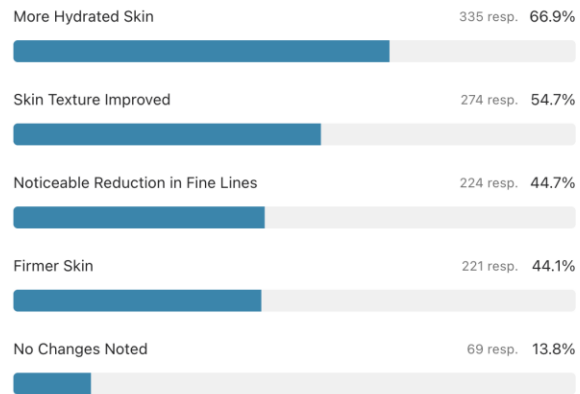
How many times a day normally do you use our Matrixyl 3000 Serum?

501 out of 501 people answered this question



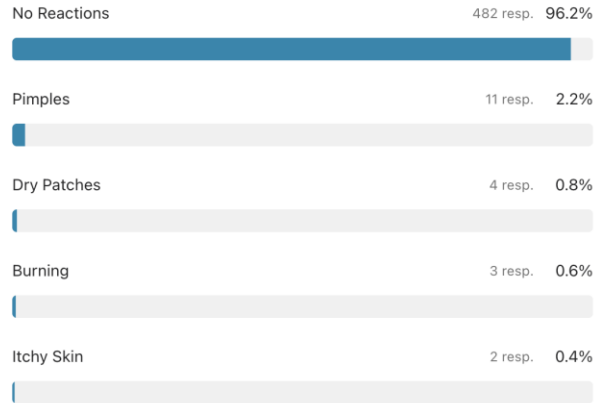
Which of the following benefits did you experience with our Matrixyl 3000 Serum?

501 out of 501 people answered this question (with multiple choice)



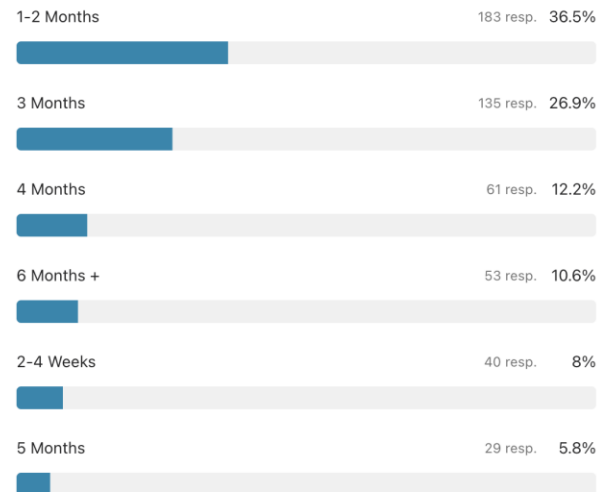
Did you experience any adverse reactions from using our serum?

501 out of 501 people answered this question (with multiple choice)



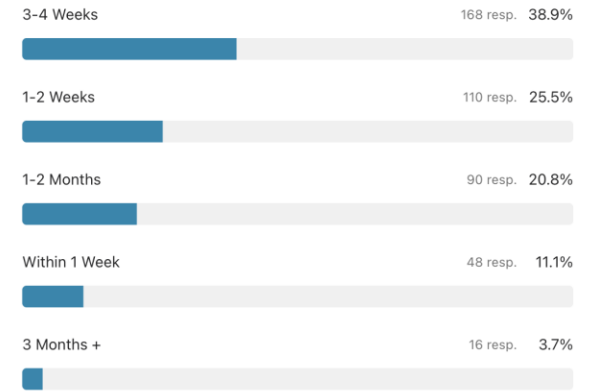
How long have you been using our Matrixyl 3000 Serum for?

501 out of 501 people answered this question



How long did it take you to see noticeable benefits from our Matrixyl 3000 Serum?

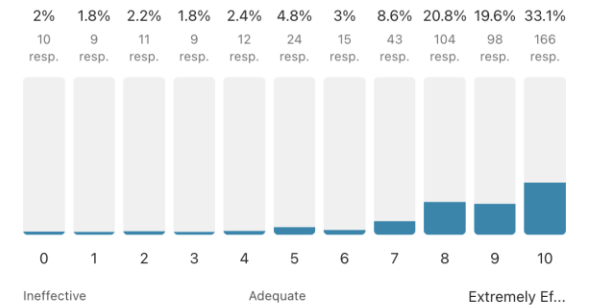
432 out of 501 people answered this question



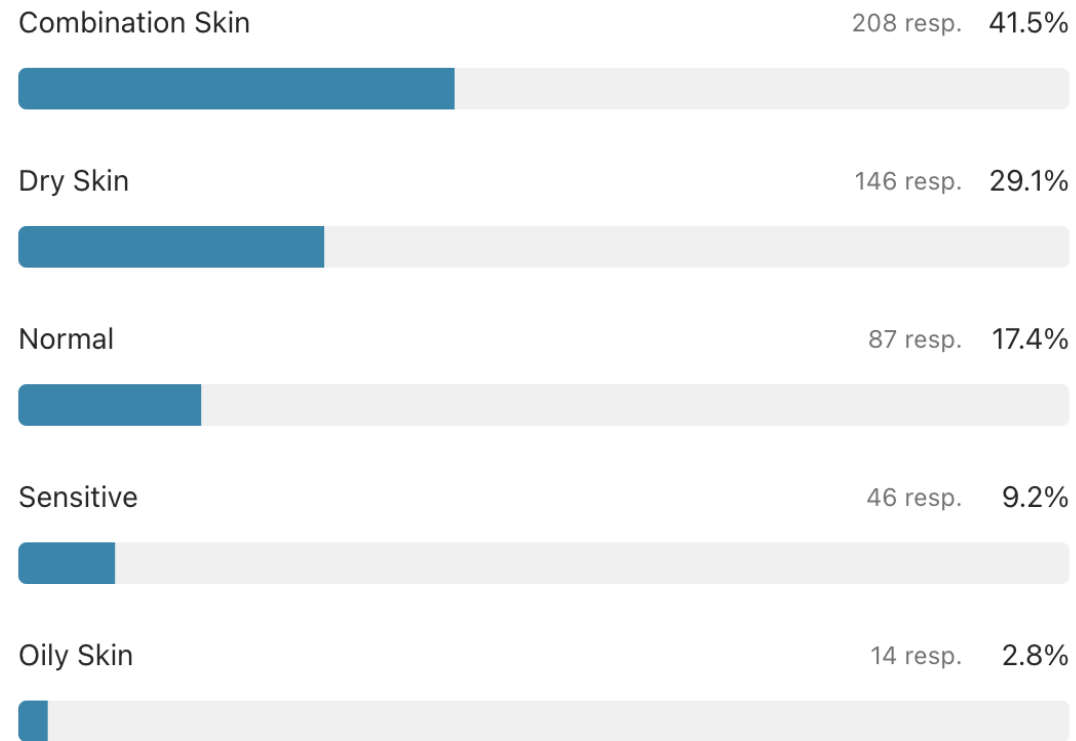
Lastly, on a scale of 0 to 10, how would you rate the overall effectiveness of our Matrixyl 3000 Serum on your skin.

Avg. 8

501 out of 501 people answered this question



STATISTICAL RESULTS BY SKIN TYPES [500 users]



COMBINATION SKIN SUMMARY [207 users]

- **BENEFITS**

For combination skin types – 87% of all users experienced benefits from the use of our Matrixyl 3000 Serum. On average, users noticed **2+ benefits** [2.2 average] from using our Matrixyl 3000 Serum.

- The most popular benefits by rank:
 1. Hydrated Skin [**67.5%**]
 2. Improved Skin Texture [**60%**]
 3. Firmer Skin [**46.50%**] *joint with* Noticeable Reduction in fine lines [**46.50%**]

- **ADVERSE REACTION**

Only 3% of users [6 users] with this skin type reported having a reaction to this serum.

- The most common reactions by rank:
 1. Pimples [**4 users**]
 2. Dry patches [**1 user**]
 3. Burning [**1 user**]

- **EFFECTIVENESS RATING.**

The **combination skin type** rated our Matrixyl 3000 Serum **8/10** for overall efficacy with **88%** of this skin type users rating the Serum **above adequate**.

DRY SKIN SUMMARY [146 users]

- **BENEFITS**

For **dry skin types** – 88.5% of all users experienced benefits from the use of our Matrixyl 3000 Serum. On average, users noticed **2+ benefits** [2.15 average] from using our Matrixyl 3000 Serum.

- The most popular benefits by rank:
 1. Hydrated Skin [**75%**]
 2. Improved Skin Texture [**49.5%**]
 3. Firmer Skin [**47%**]
 4. Noticeable Reduction in fine lines [**43%**]

- **ADVERSE REACTION**

Only 2% of users [3 users] with this skin type reported having a reaction to this serum.

- The most common reactions by rank:
 1. Pimples [**1 user**]
 2. Dry patches [**1 user**]
 3. Burning [**1 user**]

- **EFFECTIVENESS RATING.**

The **dry skin type** rated our Matrixyl 3000 Serum **8/10** for overall efficacy with **84%** of this skin type users rating the Serum **above adequate**.

NORMAL SKIN SUMMARY [86 users]

- **BENEFITS**

For **normal skin types** – 80% of all users experienced benefits from the use of our Matrixyl 3000 Serum. On average, users noticed **2+ benefits** [1.8 average] from using our Matrixyl 3000 Serum.

- The most popular benefits by rank:
 1. Hydrated Skin [**59%**]
 2. Improved Skin Texture [**49.5%**]
 3. Noticeable Reduction in fine lines [**44%**]
 4. Firmer Skin [**32%**]

- **ADVERSE REACTION**

Only 3.5% of users [3 users] with this skin type reported having a reaction to this serum.

- The most common reactions by rank:
 1. Pimples [**2 users**]
 2. Dry patches [**1 user**]

- **EFFECTIVENESS RATING.**

The **normal skin type** rated our Matrixyl 3000 Serum **7.5/10** for overall efficacy with **79%** of this skin type users rating the Serum **above adequate**.

SENSITIVE SKIN SUMMARY [47 users]

- **BENEFITS**

For **sensitive skin types** – 87% of all users experienced benefits from the use of our Matrixyl 3000 Serum. On average, users noticed **2+ benefits** [2.1 average] from using our Matrixyl 3000 Serum.

- The most popular benefits by rank:
 1. Hydrated Skin [**61%**]
 2. Improved Skin Texture [**63%**]
 3. Firmer Skin [**48%**]
 4. Noticeable Reduction in fine lines [**41%**]

- **ADVERSE REACTION**

Only 11% of users [5 users] with this skin type reported having a reaction to this serum.

- The most common reactions by rank:
 1. Pimples [**2 users**]
 2. Dry patches [**1 user**]
 3. Itchy Skin [**1 user**]
 4. Burning [**1 user**]

- **EFFECTIVENESS RATING.**

The **sensitive skin type** rated our Matrixyl 3000 Serum 8/10 for overall efficacy with **85%** of this skin type users rating the Serum **above adequate**.

OILY SKIN SUMMARY [14 users]

- **BENEFITS**

For **oily skin types** – 93% of all users experienced benefits from the use of our Matrixyl 3000 Serum. On average, users noticed **2+ benefits** [1.6 average] from using our Matrixyl 3000 Serum.

- The most popular benefits by rank:
 1. Noticeable Reduction in fine lines [**50%**]
 2. Improved Skin Texture [**43%**]
 3. Firmer Skin [**35%**]
 4. Hydrated Skin [**35%**]

- **ADVERSE REACTION**

Only 14% of users [2 users] with this skin type reported having a reaction to this serum.

- The most common reactions by rank:
 1. Pimples [**2 users**]
 2. Itchy Skin [**1 user**]

- **EFFECTIVENESS RATING.**

The **oily skin type** rated our Matrixyl 3000 Serum 8/10 for overall efficacy with **100%** of this skin type users rating the Serum **above adequate**.

INTERPRETATION OF STATISTICS

- **STATISTICAL SIGNIFICANCE**

After reviewing the aggregated data we could easily identify that combination skin types have significantly more benefits [87%] with our serum than normal skin types [80%], this significance is also reflected in the adequacy rating [users who rated the serum above adequate]. Oily skin types gave our serum the highest adequacy rating-however this pool of users is significantly smaller than other types.

Combination, Dry and Normal skin types had statistically very low levels of adverse reactions to this serum [2-3.5%] compared to sensitive and oily skin types [11-14%]. The most prevailing reaction amongst the skin spectrum was pimples, recorded by 11 users [2.2% of all users].

¾ of all users experienced noticeable benefits within 3-4 weeks of using our Matixyl 3000 Serum.

- **PRACTICAL SIGNIFICANCE**

The statistics recorded from this survey will allow us to update the usage and user expectation information across our website and marketing materials as desired from our objectives for conducting this survey. We also believe this information will significantly improve our user satisfaction with this serum.

- The information updated will include:
 1. Time/Period to see significant changes in the skin
 2. How many benefits on average do they experience
 3. Adequacy rating
 4. Irritative experience
 5. Usage directions
 6. Common queries posed by customers in the survey

REVIEW

- **CONCLUSION**

After interpreting the data- it is clear there is a significant difference in results between skin types. A next step from our organization will be to communicate and reflect these experiences from our customers across our website and marketing materials in a step towards Depology becoming a leader in transparency as a skincare brand. We will strive to improve the experience for *in this case* normal skin types who experienced the least benefits by formulating an alternative serum that will reap the same benefits or more.

- **CONSULTATION OUTSIDE ORGANIZATION, COMMENTS BY DR.EMMA AMAOFO MENSAH**

"The results of the survey are impressive. 500 respondents is a good cohort size, and over 73% of the respondents rated the product 8/10 or above in terms of effectiveness. It's also very encouraging that 96% of respondents didn't experience any adverse reactions.

I was surprised to see that the most popular answer to the question of how soon respondents saw noticeable benefits from the Serum was 3-4 weeks. Most products take a minimum of 4 weeks for people to notice effectiveness, with peak effectiveness often being noticed at 3 months (of course this depends on the specific product, but I'm generalizing). I think it could be quite a unique selling point that people notice benefits so quickly.

It's interesting that the Serum seems to be marketed more for its anti-ageing effect, but more of the respondents pointed out hydration and improvement in skin texture as the main benefits. I wonder if the benefits of improved hydration and skin texture should be marketed more heavily, and this may also increase its use across all ages, as currently 1.6% of respondents are under 34, but these are often people with the financial freedom to spend on skincare. It also comes as no surprise that most respondents have combination or dry skin."

- **FURTHER DATA COLLECTION**

We believe that we can formulate another serum that will increase the benefits for normal skin types whilst possibly improving the formulation of our current Matrixyl 3000 Serum. This will require further research, consultation, surveying and customer input.

- **OBJECTIVE ACHIEVED**

This research and survey has allowed us to achieve our set objectives and has allowed us extra insight into a broad spectrum of customers.



DR.EMMA AMAOFO MENSAH [**MBBS BSc MRCP.**]

As we approached conducting this survey, we consulted Dr.Emma Amaofo Mensah for guidance towards appropriate questioning and the interpretation of our survey results.

This is to ensure that we take the right steps towards transparency and to provide Depology customers the best outcomes and experience with our skincare range by providing as much information as possible.