

DATE

Independently Verified
Statement of Claims
Using Hair Mineral
Analysis

Prepared for:
Client Name



TrichAnalytics
LABORATORY

Client: Contact Name

Date: DD MMM YYYY

Position
Department
Company
Address
Email

CONFIDENTIAL (Project # XXXX-XXX)

Independently Verified Statement of Claims Using Hair Mineral Analysis

EXECUTIVE SUMMARY

- Brief introduction with a summary of the study design, methods and results.

INTRODUCTION

- Introduction to hair mineral analysis at TrichAnalytics Inc., client, and product being tested.

OBJECTIVES

- Overall purpose of the study
- Elements of interest
- Endpoints of interest
- Level of study design detail and analysis (pilot, mid-tier, top-tier)

METHODS

Description of study design, sample collection, collaborators, laboratory analysis, and statistical analysis. Additional, project-specific details could be included, such as:

- Number of Participants
- Number of Replicates/Hairs per Participant
- Participant Criteria
- Testing Frequency
- Study Period/End Point
- Total No. of Hair Analysis

A description of the different hypotheses being tested by the statistics, that may include:

- Change in follicular potential

- Change in hair diameter
- Change in elemental concentrations
- Impact of repeated measures (e.g., effect of “before” level on the “after” level)

RESULTS

- Includes a summary table of results for each element and endpoint measured.
- Includes summary tables of statistical analyses.
- Includes figures for each element and endpoint measured.

Examples provided in Appendix A.

STATEMENT OF CLAIMS

- Includes promotional and positive statements regarding product use
- Includes statements based on statistical analyses performed
- Includes statements for all elements and endpoints of interest
- Includes a promotional summary

An example of a Statement of Claims is provided in Appendix B.

USE OF COMPANY LOGO ON PRODUCT PACKAGING

- License agreement for use of the TrichAnalytics Inc. and/or Theio Vitality logo
- On products, marketing, packaging, social media, presentation, website, etc.



This report was prepared, and quality-reviewed by TrichAnalytics Inc.

Jennie Christensen, PhD
CEO, Toxicologist

Geriene LaBine, MSc
Laboratory Director/Quality Manager

CONFIDENTIAL

APPENDIX A
Example Data and Statistics

CONFIDENTIAL

Table A1. Example results from hair mineral analysis for 30 participants over three months, with endpoints including follicular potential (FP), and hair diameter, as well as the elements of interest, iron, mercury, lead and zinc.

Participant No.:	Baseline (t=0)						One-Month (t=1mo)						Three-Month (t=3mo)					
	FP (%)	Hair Diameter (µm)	Fe (ppm)	Hg (ppm)	Pb (ppm)	Zn (ppm)	FP (%)	Hair Diameter (µm)	Fe (ppm)	Hg (ppm)	Pb (ppm)	Zn (ppm)	FP (%)	Hair Diameter (µm)	Fe (ppm)	Hg (ppm)	Pb (ppm)	Zn (ppm)
1	42	34	6.2	0.800	0.230	150	52	90	10.1	0.437	0.061	182	59	106	9.0	0.408	0.055	209
2	47	69	8.4	0.500	0.248	162	65	95	4.6	0.788	0.085	206	64	99	7.1	0.504	0.124	216
3	47	80	8.6	0.486	0.068	136	56	85	6.4	0.540	0.138	188	59	91	9.0	0.420	0.201	249
4	48	46	6.1	0.600	0.258	154	68	78	11.8	0.760	0.067	182	76	98	9.4	0.439	0.073	193
...
...
...
29	81	74	10	0.201	0.079	147	83	88	7.2	0.319	0.131	196	66	106	12.1	0.773	0.135	253
30	84	105	7.1	0.010	0.080	162	68	81	10.1	0.229	0.179	236	100	98	12.0	0.169	0.064	226

Figure A1. Change in follicular potential (%) for 30 participants before (Day 0), during (Day 30) and after (Day 90) the study. Above 80% is considered "Excellent" follicular potential, while below 60% is considered "Poor" (see dotted lines). Each individual is represented by a different line.

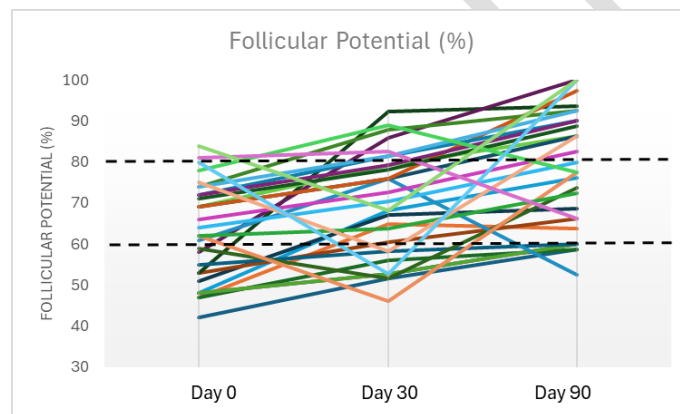


Figure A2. Change in zinc concentrations (mg/kg) for 30 participants before (Day 0), during (Day 30) and after (Day 90) the study. Values between 150 and 250 mg/kg are considered average (see dotted lines). Each individual is represented by a different line.

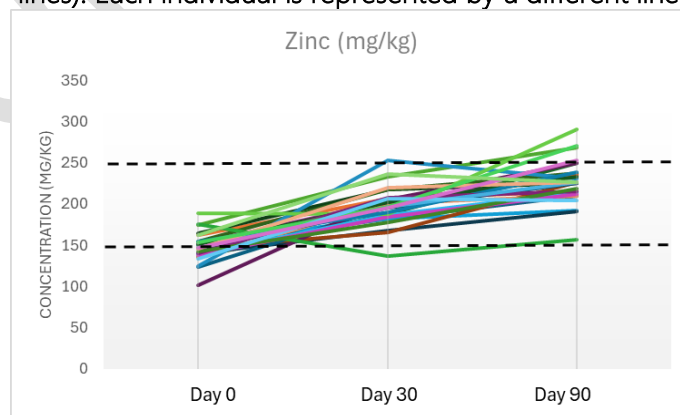


Table A2. Summary of endpoints and elements over duration of study.

Endpoint/Element	Day 0				Day 30				Day 90			
	min	max	mean	stdev	min	max	mean	stdev	min	max	mean	stdev
Follicular Potential (%)	42	84	63	12	46	92	69	13	53	100	79	15
Hair Diameter (µm)	34	105	74	15	38	119	84	17	45	125	96	17
Iron (Fe) (mg/kg)	3.2	10	7.3	2.1	3.8	12	8.7	2.4	4.2	13	9.1	2.4
Mercury (Hg) (mg/kg)	0.010	2.000	0.637	0.444	0.009	1.8	0.574	0.400	0.008	1.7	0.535	0.373
Lead (Pb) (mg/kg)	0.010	0.284	0.151	0.067	0.009	0.256	0.136	0.060	0.008	0.230	0.122	0.054
Zinc (Zn) (mg/kg)	102	189	148	17	137	253	198	22	157	291	227	26

Table A3. Summary statistics for changes in endpoints and elements over duration of study.

Endpoint/Element	Overall	Day 0 to Day 90	Day 0 to Day 30	Day 30 to Day 90
Follicular Potential	<0.0001	<0.0001	0.129	0.030
Hair Diameter	<0.0001	<0.0001	0.053	0.013
Iron (Fe)	0.001	<0.007	0.065	0.746
Mercury (Hg)	0.314	n/a	n/a	n/a
Lead (Pb)	0.088	n/a	n/a	n/a
Zinc (Zn)	<0.0001	<0.0001	<0.0001	<0.0001

APPENDIX B
Example Statement of Claims

CONFIDENTIAL

Follicular Potential

- **Enhanced Follicular Potential:** After just 90 days, experience an average increase of 26% in follicular potential, with the highest observed increase reaching 77%.
- **Rapid Improvement:** Notice an improvement in follicular potential in as little as 30 days, with 83% of users seeing positive changes.
- **Significant Growth:** By 90 days, 90% of users experienced increased follicular potential, with 80% seeing at least a 25% improvement.
- **Healthier Follicles:** Achieve healthier follicles with our supplement—users saw an increase in really healthy follicles (follicular potential >80%) from 10% to 50% in just 90 days.
- **Sustainable Results:** Maintain healthier follicles long-term, with a rise in healthy to really healthy follicles (follicular potential >70%) from 33% to 67% after 90 days.

Hair Thickness/Diameter

- **Thicker Hair Fast:** Within 30 days, 80% of users noticed an increase in hair diameter.
- **Substantial Thickness Gains:** After 90 days, 77% of users saw at least a 25% increase in hair thickness, with an average diameter increase of 35% and a peak increase of 211%.
- **Achieve Normal Hair Diameter:** Users experienced an increase in normal hair diameter (>70 μm) from 53% to 93% after 90 days.

Iron Levels

- **Boost Iron Levels Quickly:** At the start, 53% of participants had low iron levels. After just 30 days, 94% of those saw an increase, with 56% reaching normal iron levels.
- **Complete Iron Restoration:** After 90 days, 100% of participants with initially low iron saw an increase, with 63% achieving normal iron levels.
- **Consistent Iron Improvement:** Overall iron levels significantly increased by 28% on average after 90 days.

Promotional Summary

Transform your hair health with our scientifically proven supplement. Achieve up to a 77% increase in follicular potential and experience noticeably thicker hair with a 211% potential increase in diameter. Our formula also effectively boosts iron levels, ensuring 100% of users with initially low iron see improvement, with many reaching normal levels. Join the many who have revitalized their hair health in just 90 days with our advanced supplement!