

Expert Opinion
on the Cosmetic Label Marketing Claims by Copper-Inside

Product:

Medical Type IIR Protective Facial Masks
Containing Copper-oxide Microparticles

Prepared by:

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For:

Shilo De Beer, Copper Inside Ltd.

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The Copper-Inside 3-ply face mask is composed of three layers. The two external layers are spunbond polypropylene nonwoven fabrics impregnated with copper oxide microparticles. The middle internal layer is a nonwoven meltblown layer. When wearing the masks, one of the external layers of the masks comes in close contact with the facial skin, as detailed in the product Instruction for Use (IFU), and as facial masks are usually used. The masks can be worn for hours, and a new fresh mask can be used immediately and continuously after or when needed by the user for days.

My conclusions, as detailed below, are based on the following facts:

- a. Five double blinded, placebo controlled, independent clinical studies, were conducted by specialized dermatology laboratories, in which the cosmetic effect of products impregnated with copper oxide microparticles, such as pillowcases, were examined.
- b. The design of these tests is a rigid very well accepted and suggested statistical “gold standard” trial design to determine if the effect of an intervention is based on a true effect and not by chance.
- c. In all 5 studies there was a statistically significant improvement in the skin attributes examined in the group of participants using the copper-oxide impregnated products as compared to the group of participants using the placebo products. These included reduction of facial wrinkles, reduction of facial skin sagging, increase in skin elasticity and overall improvement in the skin wellbeing in the group of participants using the copper-oxide impregnated products.
- d. In none of the studies there was any negative effect caused by the copper-oxide impregnated products.
- e. All the findings in these 4 independent studies were consistent with each other.
- f. All studies were published in dermatological journals after thorough peer review.
- g. The same copper-oxide impregnated technology was used to make the nonwoven fabrics used in the Copper-Inside facial masks as that used in the products tested in the above described clinical studies.
- h. The concentration of the copper-oxide microparticles present in the Copper-Inside face masks is similar to the concentration of copper-oxide present in the products tested in the above-mentioned studies.

Conclusion

Based on the above, and after carefully reviewing the published peer reviewed literature on the subject, I conclude that the cosmetic claims made by Copper-Inside are supported by sufficient evidence.

Therefore, I find that the following marketing claims related to the copper-oxide face masks, are supported by overwhelming evidence.

Specifically, as to the claim:

As to the claim “significant reduction in the appearance of facial wrinkles” and the claim “improve skin appearance” - it is backed by the following publications:

- “Improvement of facial skin characteristics using copper oxide containing pillowcases: a double blind, placebo controlled, parallel, randomized study”. International Journal of Cosmetic Science (2009) 31:437-43.

- “Reduction of facial wrinkles depth by sleeping on copper oxide containing pillowcases: a double blind, placebo controlled, parallel, randomized clinical study”. *Journal of Cosmetic Science* (2012) 11:193-200.
- “Using copper to improve the well-being of the skin”. *Current Chemical Biology* (2014) 8: 89-102.
- Increase in skin surface elasticity in normal volunteer subjects following the use of copper oxide impregnated socks. *Skin Res. Technol.* (2016) 21:272-277. doi: 10.1111/srt.12187 <https://onlinelibrary.wiley.com/doi/abs/10.1111/srt.12187>

As to the claim “increase skin brightness and skin lifting after two weeks” is backed by the publication at

- “Facial skin lifting and brightening following sleep on copper oxide containing pillowcases”. *Cosmetics* (2016) 3, 24:

The clear impression by users in large of the improvement of their skin wellness when using a copper-oxide impregnated product was supported by a published post-marketing study survey in a peer reviewed journal: “Improvement to foot and skin appearance by using copper oxide impregnated socks - a report of a large-scale internet-based user survey”. *J Cosmet Trich* (2017) 3:1.

Sincerely,

Dr. Gadi Borkow