

Beyond the Claim:

A 3-Fold Approach to Generating Robust Clinical Evidence

In today's competitive consumer healthcare and personal care landscape, product claims must be supported by more than laboratory data or marketing narratives.

Brands increasingly require comprehensive clinical evidence that demonstrates not only measurable product performance but also meaningful benefits perceived by consumers.

At Cliantha Research, we adopt a 3-fold approach to clinical evaluation, integrating objective clinical assessments, advanced instrumental measurements, and participant-reported outcomes to generate comprehensive, scientifically credible evidence for product efficacy, safety, and consumer acceptance.



Three Perspectives. One Stronger Evidence Story.



Efficacy
with confidence



Safety
with assurance



Consumer acceptance
with real-world relevance

01

Dermatological or Clinical Assessments

Expert evaluation for real-world relevance.

Clinical evaluations conducted by qualified investigators, dermatologists, or healthcare professionals provide expert insight into product performance and tolerability under real-world conditions.

These assessments may include:



Skin health and condition evaluations



Dermatological safety and tolerability assessments



Efficacy grading using validated clinical scales



Evaluation of erythema, dryness, irritation, sensitivity, and product performance



Safety monitoring and adverse event assessments

Clinical assessments provide scientifically relevant observations that support product efficacy and safety claims.

02

Instrumental Assessments

Objective data for measurable outcomes.

Advanced, non-invasive instruments enable objective and quantitative measurement of product effects, delivering reproducible and highly sensitive data.

Depending on the product category and claim, instrumental evaluations may assess:



Skin hydration and moisturization



Skin barrier function [Transepidermal water loss (TEWL)]



Skin elasticity and firmness



Sebum levels



Hair and scalp parameters



Body composition and physiological measurements



Colorimetric and imaging-based assessments

Instrumental methodologies help translate biological effects into measurable outcomes that strengthen scientific substantiation.

Real-world experience for meaningful benefits.

Consumer experience remains a key determinant of product success. Perception studies capture how participants feel about product performance and whether benefits are meaningful in daily use.

These assessments may evaluate:

-  Product satisfaction
-  Perceived efficacy
-  Comfort and ease of use
-  Sensory attributes
-  Purchase intent and product preference
-  Quality of life and user experience parameters

Consumer feedback complements objective findings by demonstrating real-world relevance and acceptance.

Why the 3-Fold Approach Matters

The strongest evidence is generated when expert clinical observations, objective instrumental measurements, and participant experiences align. Together, these three dimensions provide a comprehensive understanding of product performance and support stronger, evidence-based claims.



At Cliantha Research, we help bridge the gap between innovation and scientific validation by designing studies that deliver robust, reliable, and market-relevant evidence.

Delivering globally compliant, data-driven insights that help your brand stand out with credible, proven hydration claims.

For more information,
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