

HAIR
HEALTHY
EYE LASHES
ANTIAGEING
HERBAL AND
WELLNESS
PERSONAL
EYEBROW
ORAL CARE
SKIN
MAKEUP
LIPS
BEAUTY
BABY CARE
COSMECEUTICALS
NUTRACEUTICAL

Validating Label Claims
with
Science & Integrity

Consumer Clinical Research

GLOBAL LOCATIONS



WHY CLIANTHA..?

Our Enshrined Values

Science & Integrity

Legacy of Excellence

Strategic acquisition of renowned North American Dermatology and Personal Care CRO HillTop Inc., operating since 1947.

Global Presence

INDIA
USA
CANADA

Quality Commitment

Product testing is conducted according to approved testing methods and standards, utilizing state-of-the-art equipments to ensure compliance with regulatory requirements.

Subject Database

A diverse pool of participants, representing a broad range of skin tones, hair types, and demographics, ensures a wide spectrum of data.

FACTS ARE NOT FACTS UNTIL PROVEN

When stakes are high, you need partner
with deep and relevant therapeutic expertise.

In 2013, Cliantha Research expanded into the global personal care market by acquiring HillTop Inc., a leading North American Dermatology and Personal Care CRO operating since 1947. Specializing in product safety, efficacy, and marketing claims, Cliantha ensures regulatory compliance and delivers a competitive edge to clients through its expertise and commitment to excellence.



EFFICACY STUDIES (IN VIVO & IN VITRO)

Measuring the product's specific claims on areas like:



Skin Care



Body Care



Baby Care



Hair Care



Mother Care



Oral Care



Color
Cosmetics



Ayurvedic,
Herbal
& Botanical
products



Deodorants /
Anti-perspirants



Functional Foods
&
Nutraceuticals



Pharmaceutical
OTC



Vasoconstriction/
Skin Blanching
Studies

SCIENTIFIC AND ROBUST EVIDENCE TO SUPPORT YOUR DESIRED CLAIMS

- Clinically tested to reduce the severity of acne lesions by 63% within 4 weeks.
- 11% improvement in skin moisturization after single use.
- Increase skin hydration by 32% in 4 weeks.
- In Vitro study shows 16% stronger hair even after 30 wash cycles
- Reduces visible dandruff by 51% in 2 weeks.
- Improves the skin radiance by 18% in 4 weeks.
- Reduces the visibility of pigmentation by 11% within 4 weeks.
- 58% reduction in the appearance of Under-Eyes Dark Circles in 10 weeks
- 48% reduction in the appearance of fine lines/wrinkles in 10 weeks
- Effectively heals the oral wound (caused due to oral surgical procedures) by 68.4% within 2 weeks.
- No More Tears / Tear Free

ESTABLISH THE SAFETY OF YOUR PRODUCT

Patch Test (PIPT | CIPT) - Dermatologically Tested, Non Irritant, Suitable for all skin types, Clinically Tested

- Primary Irritation Patch Testing (PIPT) for Normal / Sensitive Skin
- Cumulative Irritation (CIPT) : 7, 14 and 21 days

Human Repeat Insult Patch Test (HRIPT) - Hypoallergenic, Non Irritant, Dermatologically Tested, Clinically Tested

Mildness Testing - Mild/ Gentle on skin

Non-comedogenicity - To determine the products' potential to cause comedogenicity

In-use Tolerance - To determine potential of products tolerance under in-use condition

Gynecological Safety - Gynecological safe

Ophthalmological Safety - Ophthalmological safe, Tear Free/ No Tears



SKINCARE - EFFICACY STUDIES - IN VIVO



Reduction
in Acne



Reduction
in Dark Spots



Reduction
in Wrinkles



Reduction in
Under Eye Bags



Skin Barrier
Function



Non
Comedogenic



Anti Pollution



Anti-Tan



Skin
Moisturization



Skin
Softness



Skin
Brightening



Reduction
in Sebum



Even
Skin Tone



Reduction in
Dark Circles



Anti
Ageing



Skin
Radiance



BODY CARE STUDIES - IN VIVO

The image features a woman in a green athletic outfit sitting on a white block. Surrounding her are ten callouts, each with a hexagonal image and a text label describing a body care study:

- Hair Removal Effect**: Image of a person's arm being treated with wax.
- Stretch Marks Reduction**: Image of a person's arm showing stretch marks.
- Moisturization/Hydration**: Image of a person's face being moisturized.
- Anti-Perspirant Evaluation**: Image of a person's armpit being treated.
- Anti Miliaria**: Image of a person's arm being treated.
- Under Arm PH**: Image of a person's armpit being treated.
- Slimming Effect**: Image of a person's legs being treated.
- Under Arm Lightening**: Image of a person's armpit being treated.
- Axillary/Foot Odour**: Image of a person's armpit being treated.
- Nail Health/ Brittleness**: Image of a person's hands being treated.
- Skin Elasticity**: Image of a person's face being treated.
- Cellulite Reduction**: Image of a person's legs being treated.

HAIR CARE

In Vivo Studies



Anti
Dandruff



Hairfall
Reduction



Hair
Growth



Boosts New
Hair Growth/
Regrowth



Hair
Thickness



Hair Density/
Volume



Hair
Shine



Hair
Strength



Reduces
scalp sebum



Improves scalp
moisturization



Scalp
Microbiome

In Vitro Studies



Tensile
Strength



Hair
Breakage



Hair
Shine



Conditioning
Effect



Hair
Friction



Colour
Protection
/Retention

Sensory Evaluation



Hair
Shine



Hair
Smoothness



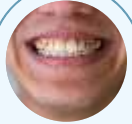
Hair
Softness



Hair
Thickness

ORODENTAL

cliantha[®]
research



Dental Plaque/
Tartar Reduction



Oral Wound
Healing



Teeth
Whitening



Reduction
in Oral
Malodor



Long Lasting
Mouth
Freshness



Anti-cavity
(Superficial
Caries)



Enamel
Erosion



Improve
Oral Health



Fights Tooth
Sensitivity



Germ
Protection



Relieves
Toothache



Testing Standards:

- ISO 24442_2022
- FDA Final Rule



In Vivo SPF Analysis



SPF 10 SPF 15 SPF 20 SPF 25 SPF 30
SPF 35 SPF 40 SPF 45 SPF 50 UV protection

SPF Number
Substantiation



NUTRACEUTICALS AND HEALTH SUPPLEMENTS





LIPSTICK

- Long-Lasting
- Lip Moisturization
- Lip Pigmentation / Lightening
- Smudge-Proof



MASCARA

- Long-Lasting
- Waterproof
- Smudge-Proof



NAIL POLISH

- Lasting Duration



FOUNDATION

- Complexion Homogeneity/Skin Even Tone
- Mattifying Effect
- Long-Lasting
- Waterproof
- Smudge-Proof



BLUSH

- Long-Lasting, Transfer-Proof, Waterproof, Splash-Proof, Sweat-Proof, Smudge-Proof



EYE LINER

- Long-Lasting
- Waterproof
- Smudge-Proof



KAJAL

- Long-Lasting
- Intensity of Colour
- Waterproof
- Smudge-Proof



FOUNDATION

- Complexion Homogeneity/Skin Even Tone
- Mattifying Effect
- Long-Lasting
- Waterproof
- Smudge-Proof



CONSUMER SURVEY STUDIES/HOME-USE TESTS



- Targeted consumers will be asked to evaluate the product at home and fill the questionnaires for feedback.
 - To Understand the Product's Performance
 - For its Tolerability and Sensorial Aspects
 - Consumer's Expectations while using the products.
 - Consumer's Perception about the Product towards its Safety, Efficacy and Characteristics.
- We have a huge database of volunteers from different socio-economic backgrounds.
- We recommend 100-200 consumers per product.
- We can conduct studies PAN India

Skin Elasticity



Cutometer Dual
MPA 580



Elastimeter

Skin Hydration



Corneometer
CM 825

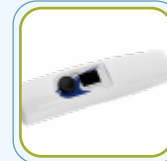


Moisturemeter
SC

TEWL



Tewameter
TM 300



Vapometer

Skin Gloss



Skin pH Meter

Skin Gloss



Glossymeter
GL-200

Skin Color



Spectrophotometer
CM-2600d



Chromameter
CR-400/410

Melanin & Erythema



Mexameter
MX 18

Sebum Level



Sebumeter
SM-815



Sebum Scale

Porphyryns



Visiopor



**Hair Thickness, Density,
Growth Rate & Scalp Condition**



**CASlite Nova -
Phototrichogram**

Hair Gloss



**Glossymeter
GL-200**

**In Vitro Hair Conditioning,
Tensile Strength, Hair Friction**

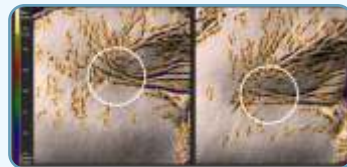


**Fibra.one
(DiaStron)**



Comparison Before Product Application to After Treatment

Fine Lines/Wrinkles of Crow's Feet Area



Pigmentation



Skin Texture



IMAGING SYSTEMS - VISIA CR (Gen 7) - CANFIELD

Helps in Substantiating Marketing Claims:
Spots | Fine Lines | Wrinkles | Pores | Skin Texture | UV Spots
Brown Spots | Red Areas | Porphyrins



Multiple lighting conditions:
Helps in measuring both surface and sub-surface skin conditions.

UV Photography & Fluorescence Imaging:
Helps in assessing sun damage & reveal porphyrins accurately

Refined visualisation of sub-surface melanin and
vascular conditions for all skin types and ethnicities.

More accurate detection of fine lines &
wrinkles because of new wrinkle algorithm

WALK-IN HOT & COLD ROOM



Deodorants



Powder



Aerosols
(Sprays)



Gels



Antiperspirant



Roll-on



Wipes



VOLUNTEERS DATABASE 22,000+

cliantha[®]
research

Fitzpatrick Skin Type IV, V

Atopic Dermatitis & Eczema

Acne Prone Skin

Pigmentary lesions

Dandruff

Alopecia (Hair Loss)

PCOS/PCOD



All Skin Types (Normal, Oily, Dry, Combination, Sensitive)

Pre-diabetic & Diabetic

Dental & Plaque Conditions

Paediatric Population

Pregnant & Post-Menopausal

Osteoarthritis & Obesity

Fine Line, Wrinkles & Under Eye Dark Circles

cliantha.com

TRUSTED EXPERTISE: A PANEL OF PROFESSIONALS



Dermatologists



Ophthalmologists



Pediatricians



Dental Surgeons



Gynecologists



Ayurvedic Physicians



Trichologists



Nutritionists



Trained Evaluators

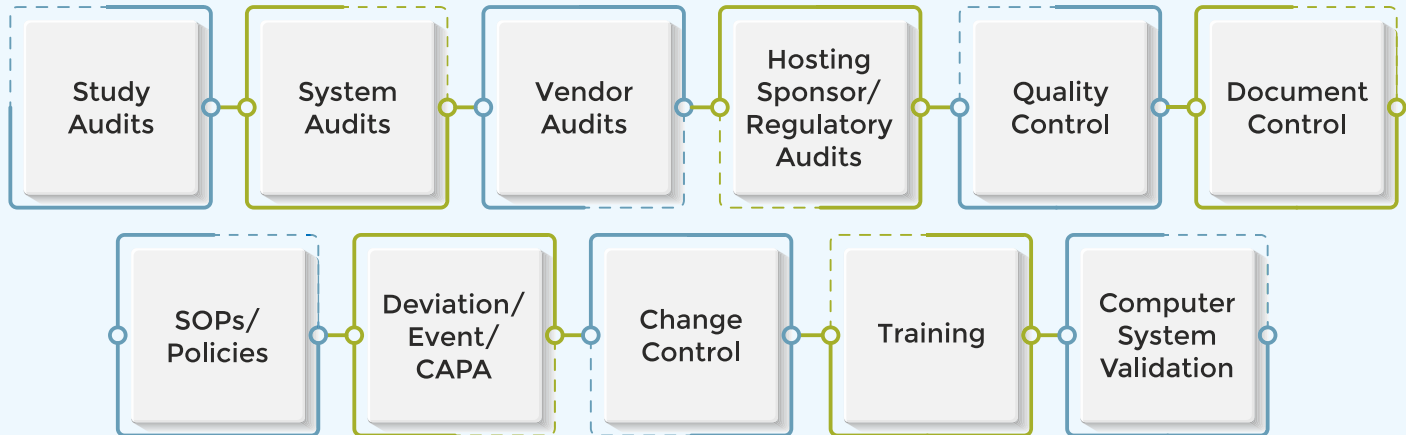


KEY STRENGTHS

- Experienced medical writing team to provide scientific and innovative study designs, perfect documentation, timely submission & approvals, report writing and manuscript publication support.
- Study approvals by Independent Ethics Committee (CDSCO approved) and/ or Clinical Trial Registry of India (CTRI).
- Strong clinical data management team with proprietary EDC tool Codeangelo[®] and diverse therapeutic experience.
- Competent biostatisticians and programmers equipped with statistical tools (SAS, PASS) for all statistical needs.
- CAP and NABL accredited Central Lab Facility.

QUALITY MANAGEMENT SYSTEM

Robust Quality Management System (QMS) to assure compliance to ICH: GCP, Ayush GCP, FDA, COLIPA, ISO, BIS and other applicable regulatory requirements





ABOUT US



Cliantha Research, full-service Clinical Research Organization (CRO), provides comprehensive and integrated offerings in Early Phase (BA-BE & Phase I), Late Phase (II-IV), Respiratory, Tobacco Research, Dermatology, Consumer Clinical Research, Research Lab, IVRT, Biometrics, Medical Services, Environmental Exposure Chambers (EECs).

Cliantha, by leveraging on the depth of experience provides ethical, value added customer centric services rooted in excellence, thereby enabling clinical development of pharmaceutical, biotech & healthcare companies.

Cliantha strategically acquired Hill Top Research, Inflamm Research and Karmic Lifesciences globally to widen the horizon of clinical research & support services for end-to-end developmental needs all across. The acquired companies hold established brand equity in Dermatology, Respiratory and Data Management segments respectively with additional niche expertise in Consumer Clinical Research & Environmental Exposure Chambers (EEC) Studies.

With several advanced clinical sites and bio-analytical laboratories in North America and India, Cliantha now has presence in 4 countries along with a strong team of 1500+ professionals. Some of the key regulators, such as the USFDA, GCC, EMA, AGES, ANSM, ANVISA, AMPS, MCC South Africa, Health Canada, DCGI, CAP, NABL, Turkey MOH, Thailand MoPH, Malaysia NPRA have successfully inspected Cliantha across the globe.

Cliantha Research is headquartered in Ahmedabad and has expanded its domestic reach with 3 regional offices & has presence in USA (Florida & Pennsylvania) & Canada (Mississauga, Winnipeg & Toronto).

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research



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