

**Rimmellondon.com**

**Lasting Finish 35HR foundation Unbeatable Hydration Study**

STUDY #: 09233117

TEST: Unbeatable Hydration Study

TEST DATE: September – October 2023

OBJECTIVE: The objective of the study was to compare the newly developed Rimmel Lasting Finish 35 Hour Foundation with 3 marketed foundations in their moisturization potential. The hydration comparison was conducted with Corneometer measurements at 2 hours after single product applications on face.

TEST MATERIALS: Rimmel Lasting Finish 35 Hour Foundation; Shade 01 Porcelain

Competitor foundation #1 in a comparable shade

Competitor foundation #2 in a comparable shade

Competitor foundation #3 in a comparable shade

PARTICIPANTS: 70 female foundation users ages 18 - 55 completed all procedures required by the study protocol.

Cells	Products on face	Net Change from Baseline at 2hrs	Stats (p value)
Cell 1 (N=24)	Rimmel Lasting Finish 35 Hour Foundation	6.08*	0.000†
	Competitor Foundation #1	-4.16	
Cell 2 (N=24)	Rimmel Lasting Finish 35 Hour Foundation	7.21*	0.033†
	Competitor Foundation #2	0.70	
Cell 3 (N=22)	Rimmel Lasting Finish 35 Hour Foundation	13.31*	0.023†
	Competitor Foundation #3	6.19	