

A Study of the Effectiveness of Anti-Wrinkle Serums

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Background

Serums have a high concentration of active ingredients compared to other skin care products and are recommended for use under a moisturizer. This single blind trial compared four serums with respect to their effectiveness as anti-wrinkle products. The products used in the trial were: Olay Definity Tone Correcting Serum (O), L'Oreal Youth Code Serum (L), SaviQ Bee Venom Serum (S) & Kanu Bee Venom Serum (K)



Methods

10 women (ages 49-66) with visible wrinkles and no known allergies to bee products took part in the trial. Participants were asked to apply one of the 4 serums twice a day for one week, for 4 consecutive weeks in a random order. No other anti-wrinkle product was used during the study period.

Effectiveness was assessed by:

- participant global evaluation (greatly effective, somewhat effective, slightly effective, unchanged, slightly worsened, somewhat worsened, greatly worsened)
- an overall rating out of 5
- ranking the products from favourite to least favourite (favourite = 3 points, then 2, then 1, then 0)
- asking participants whether they would recommend the product to a friend
- asking participants whether they would use the product again

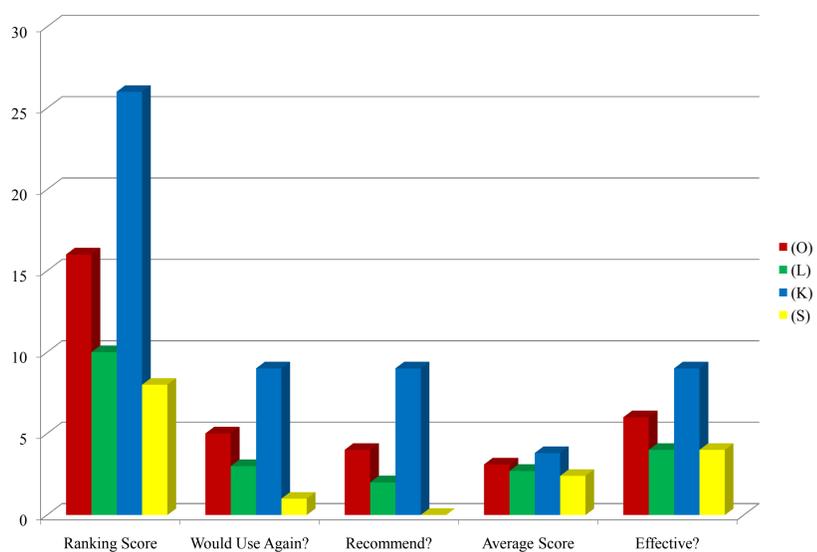
Results

The overall favourite was (K), with 26 points. 9/10 participants would use it again and 9/10 would recommend this product. The average score out of 5 was 3.8. On the global evaluation scale 9/10 found this product effective (2/10 slightly effective, 5/10 somewhat effective, 1/10 very effective).

The second favourite product was (O) with 16 points. 5/10 women who used this product would use it again and 4/10 would recommend it. The average score out of 5 was 3.1. 6/10 women rated this product as effective (3/10 slightly effective, 3/10 somewhat effective).

(L) was third with 10 points. 3/10 would use the product again and 2/10 said they would recommend it. On average this product was scored 2.7 out of 5. 4/10 participants found this product effective against wrinkles (3/10 slightly effective, 1/10 somewhat effective).

The least favoured product was (S), which scored 8 points. 1/10 participants said they would use this again and 0/10 would recommend it. This average score out of 5 was 2.4. 4/10 participants rated this product effective against wrinkles (4/10 slightly effective).



Conclusion

This small, open-label pilot study found that in all 5 outcomes measured, Kanu Bee Venom Serum was the most effective treatment for wrinkles out of the 4 products tested.

About Bee Venom

Honey bee venom (apitoxin) is a bitter colourless liquid produced in the abdomen of worker bees. When a person is stung a honeybee injects around 0.1 mg of venom via its stinger. Apitoxin is acidic (pH 4.5 to 5.5) and the active portion of the venom is a complex mixture of proteins, which causes local inflammation and acts as an anticoagulant. Around 1% of people are allergic to bee stings.



The main components are:

Melittin - the main component (around half), a strong anti-inflammatory agent which induces the production of cortisol

Apamin - increases cortisol production and is a mild neurotoxin

Adolapin - acts as an anti-inflammatory and analgesic

Phospholipase A2 - around 10-12% of peptides, an enzyme which degrades the phospholipids which cellular membranes are made of. Also inhibits blood coagulation

Hyaluronidase - dilates the capillaries causing inflammation

Histamine - involved in the allergic response

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Conflict of Interest

SH is a shareholder of HoneyLab Ltd, which partly owns the product Kanu Bee Venom

Further information

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