

Brand Spotlight: Saie Beauty

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Science-backed performance claims can go a long way in marketing, and many brands want to cultivate clinical evidence for their products but are intimidated by the clinical trial process. Want to make research-backed product claims a priority but don't know how to start? Look at what Saie Beauty did...

BRAND SPOTLIGHT: Saie Beauty



Saie Beauty's Hydrabeam concealer is undereye health and radiance in a bottle. Formulated with richly moisturizing and firming ingredients, the concealer boasts "just enough" coverage while actively caring for undereye skin health during wear. Saie Beauty prioritizes clean formulas that look and feel good, and they pursued clinical research with us to gather scientifically sound evidence that their products live up to their claims.

Their trial was a single-arm observational study involving 33 participants who used the product over four weeks. Each of the women participating applied the concealer every day after normal skincare, and reported their results through an extensive questionnaire at weeks two and four. Impressively, 87% of participants saw increased brightness in the undereye area, and a further 75% reported healthier-looking eyes overall. If you'd like to read more about the trial methods and the full results, you can do so **here!**

Interested in running a clinical trial as well?

Citruslabs is the trusted provider for research-backed product claims. We offer quality research paired with affordable pricing. World-class brands like Arrae and HUM Nutrition trust us with their studies.

Implementing clinical research into your marketing has never been easier, with Citruslabs you can create science-backed health claims that take your web pages, packaging, and ads to the next level. Saie Beauty is a great example of implementing post-trial data, as their online presence now includes statistics demonstrating the user feedback from their trial.

Clinical Studies

Based on a clinical research study conducted on 33 women ages 18 to 45 over 4 weeks:

- 91% agreed Hydrabeam brightened and illuminated the eye area over time.
- 91% agreed the skin around the eye area felt hydrated and moisturized over time.
- 84% agreed Hydrabeam blurred the imperfections around the eye area over time.



[BLOGPOSTS]

Creating cosmetic claims is one of the best investments you can make for your brand. We collected the top three reasons you should consider a clinical trial for your cosmetic products on the blog. **Read More.**

We recently put together a handy-dandy guide to the kinds of cosmetic claims cosmetics users care about the most, and how you can incorporate them into clinical research and marketing. **Read More.**

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