USANA RESEARCH SUMMARY

Glow Perception Study: Self-Reported Changes in Skin Appearance Over 12 Weeks

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Study Summary

A 12-week, open-label, single-arm consumer perception study evaluated participants' experiences with Glow and perceived changes in skin appearance during regular use. Glow is an oral skincare supplement containing Glow Complex (*Rosa damascena* extract, *Malpighia glabra* (acerola) fruit extract, and *Cucumis melo* L. (melon) extract), grape seed oil, and astaxanthin. A total of 42 female USANA Brand Partners were enrolled and instructed to take one capsule daily. Of these, 36 completed the 12-week study and were included in the analysis. All 36 provided satisfaction assessments at Baseline, Week 8, and Week 12, while 35 provided a Week 4 satisfaction assessment. These assessments focused on six skin attributes: radiance, brightness, skin tone evenness, hydration, the appearance of dark spots, and the appearance of fine lines and wrinkles. Additional post-use questions assessed overall skin improvement and product experience, including perceived effectiveness, enjoyment of use, willingness to recommend Glow, and purchase intent.

As early as Week 4, responses across all six skin attributes shifted toward more favorable satisfaction levels. Compared with Baseline, radiance and hydration showed the highest early improvements, with 80.0% of participants reporting perceived improvements for both skin attributes at Week 4.

Perceptions continued to improve throughout the study. By Week 12, more than 80.0% of participants reported perceived improvement across all six skin attributes. Radiance, brightness, and skin tone evenness showed the highest improvement rates, with 97.2% of participants reporting improvement for each of these three skin attributes. Notably, even for the appearance of fine lines and wrinkles, 83.3% of participants reported perceived improvement by Week 12.

Overall, the findings suggest that regular use of Glow was associated with participant-reported improvements across multiple aspects of skin appearance over 12 weeks, along with high levels of perceived product effectiveness, willingness to recommend, and purchase intent.

1. Introduction

Skin appearance is influenced by both intrinsic aging and cumulative environmental exposures. Over time, changes in skin structure, hydration, lipids, collagen, elastin, and other components can contribute to visible signs such as fine lines and wrinkles, uneven pigmentation, dryness, reduced radiance, and changes in skin tone and texture. [1,2]

These visible changes can become increasingly noticeable beginning in mid-adulthood. Research in women in their 30s has identified wrinkles and pigmentation among the characteristics associated with an older perceived facial age, supporting the relevance of these concerns from the mid-30s and beyond. [3] For adults seeking to maintain healthy-looking skin as they age, skin brightness, radiance, tone evenness, hydration, and the appearance of dark spots, fine lines, and wrinkles are key aspects of overall skin appearance. [4,5]

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Nutrition plays an important role in supporting normal skin structure and function. Essential vitamins and minerals, along with dietary bioactives such as polyphenols, carotenoids, lipids, and plant-derived compounds, have been studied for their potential roles in supporting skin health. Vitamin C, for example, supports collagen formation [6], while dietary bioactives such as astaxanthin have antioxidant properties that may help protect skin components against oxidative stress [7]. Clinical studies of selected oral ingredients, including collagen, hyaluronic acid, ceramide-rich lipid extracts, antioxidants, and other bioactive compounds have reported benefits for skin hydration, elasticity, barrier function, or appearance. [8–10]

Within this context, beauty-from-within products offer a nutritional approach that can complement topical skincare and everyday wellness routines. Glow was developed as a multi-component oral supplement containing Glow Complex (Damasty®), a proprietary combination of *Rosa damascena* extract, *Malpighia glabra* (acerola) fruit extract, and *Cucumis melo* L. (melon) extract, together with grape seed oil and astaxanthin. Glow Complex (Damasty®) has previously been evaluated in human clinical research, providing supportive evidence for its potential role in skin appearance and contributing to the scientific rationale for its inclusion in the Glow formulation. [11] Astaxanthin has also been evaluated in human studies, with meta-analytic evidence supporting improvements in skin moisture and elasticity following oral supplementation. [12,13] Grape seed oil may additionally serve as a lipid carrier for astaxanthin, whose absorption can be enhanced with lipid-based formulation.[14] The present study evaluated the finished Glow formulation by assessing participant perceptions across multiple visible skin attributes to determine whether consumers noticed perceived improvements in skin appearance during regular product use.

2. Method

2.1 Study Design

This was a prospective, decentralized, open-label, single-arm consumer perception study. All participants provided consent to participate in the study and have their images taken and shared.

2.2 Study Product and Administration

All participants received an oral skin health supplement, Glow (manufactured by USANA Health Sciences), which contains 300mg of Glow complex (Damasty®) with Rosa damascena (Rose) Extract, Malpighia glabra (Acerola) Fruit Extract, and Cucumis melo L. (Melon) Extract, along with 450mg Vitis vinifera (Grape) Seed Oil, and 4mg Astaxanthin. Participants were instructed to consume one capsule per day for 12 weeks.

2.3 TREND Flow Diagram and Study Participants

Participant flow is presented in the TREND diagram (Fig. 1) [15]. Fifty-seven adults were assessed for eligibility. Fifteen were excluded before enrollment: eleven did not provide informed consent, and four did not meet the inclusion criteria. The remaining 42 participants were enrolled.

The inclusion criteria specified healthy female adults aged 35–65 years with dull or uneven-looking skin and facial dark spots (age spots). Participants were required to understand and comply with the study requirements and provide written informed consent.

Exclusion criteria included known allergies or hypersensitivity to dietary or herbal supplements or any ingredient in the test product; self-reported pregnancy, breastfeeding, or plans to become pregnant during the study; concurrent participation in another study of a similar nature; long-term treatment or medication use that could interfere with study assessments, including certain systemic corticosteroid therapies; concurrent immunosuppressive therapy, chemotherapy, or radiotherapy; recent acute inflammatory conditions or bacterial or viral infections; immune-system or connective-tissue disorders; and any other medical or aesthetic condition considered by the investigator to have the potential to interfere with study outcomes.

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During the study, five participants were lost to follow-up, and one withdrew for personal reasons. No participants discontinued the study because of adverse events. The remaining 36 participants completed the 12-week study and were included in the analysis. All 36 provided satisfaction assessments at Baseline, Week 8, and Week 12. One of these participants missed the Week 4 assessment but completed subsequent assessments, resulting in satisfaction data from 35 participants at Week 4.

Side effects were collected through participants' self-reports to the project team as part of the study's safety assessment.

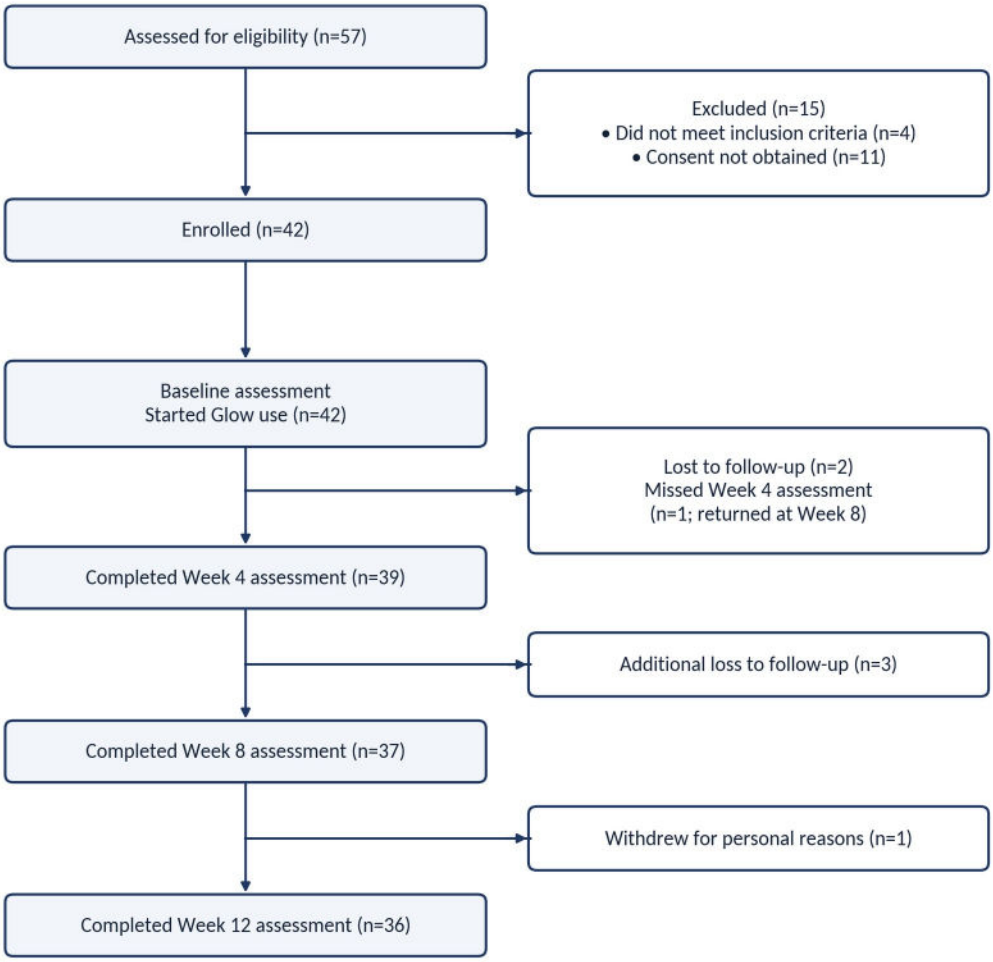


Figure 1 TREND flow diagram. This figure illustrates participant flow from eligibility assessment through completion of the 12-week study.

2.4 Study Schedule and Measurement

The study was conducted over a period of 12 weeks. Participants completed a consumer perception questionnaire assessing six aspects of skin appearance using a five-point satisfaction rating (satisfied, somewhat satisfied, neutral, somewhat dissatisfied, dissatisfied) at four time points: Week 0 (Baseline), Week 4, Week 8, and Week 12 (Appendices 1 and 2). The six assessed attributes were skin radiance, skin brightness, skin tone evenness, skin hydration, the appearance of dark spots, and the appearance of fine lines and wrinkles.

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For each skin attribute, improvement was defined as a more favorable satisfaction rating than the participant's own baseline satisfaction rating. The number and percentage of participants meeting this definition were calculated at each follow-up visit, regardless of changes occurring between follow-up visits. For example, if a participant reported "dissatisfied" at Baseline and "somewhat dissatisfied" at both Week 4 and Week 8, the participant was classified as improved at both Week 4 and Week 8 because each follow-up response was more favorable than the Baseline response. Additional improvements from one follow-up visit to the next were not required for a participant to remain classified as improved relative to Baseline.

For the favorable-response analysis of these five-point satisfaction endpoints, responses were classified as favorable (satisfied or somewhat satisfied) or non-favorable (neutral, somewhat dissatisfied, or dissatisfied).

Beginning at Week 4, participants completed an additional self-assessment (Appendix 2) using a four-point agreement scale: totally agree, somewhat agree, somewhat disagree, and disagree. Participants indicated their agreement with statements in the questionnaire regarding overall skin improvement and perceived improvements in brightness, tone evenness, radiance, hydration, the appearance of dark spots, pigmentation, and the appearance of fine lines and wrinkles. The additional self-reported assessment also covered the overall product experience, including enjoyment of taking the product, perceived effectiveness, willingness to recommend, and purchase intent. The same assessment was repeated at Week 8 and Week 12.

Favorable agreement was defined as a response of "totally agree" or "somewhat agree." These responses reflected participants' direct agreement with each statement and were analyzed separately from improvement defined by a more favorable satisfaction rating compared with baseline.

In addition, participants submitted non-clinical facial photographs from three angles at Baseline and during follow-up. Selected follow-up photographs were captured at approximately Week 8 or Week 12 and are labeled according to the actual collection time. These photographs were collected for illustrative documentation only and were not obtained under standardized photographic conditions or subjected to quantitative assessment. Permission was obtained from participants to use their photographs in this white paper.

2.5 Statistical Analysis

Data analyses were restricted to participants who completed the 12-week study. Paired comparisons included participants with available responses at both relevant time points. Missing responses were not imputed.

Questionnaire responses were summarized using counts and percentages based on available responses at each assessment time point. Changes in favorable-response status from Baseline to each follow-up assessment were evaluated using McNemar's test for paired responses [16,17]. Changes across the full five-point ordinal satisfaction scale from Baseline to each follow-up assessment were evaluated using the Wilcoxon signed-rank test [18].

For the agreement-based questions, responses were dichotomized as favorable (*totally agree* or *somewhat agree*) or non-favorable (*somewhat disagree* or *disagree*). Changes in favorable agreement between Week 4 and Week 12 were evaluated using McNemar's test for paired responses.

Statistical significance was defined as a two-sided p-value < 0.05. Analyses were performed using R in RStudio (https://www.r-project.org/).

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3. Results

3.1 Participant Characteristics

Starting from February 2026, a total of 42 participants entered the study and provided baseline data, of whom 36 completed the study. All participants were female and ranged in age from approximately 35 – 65. At baseline more than 60% of participants reported being dissatisfied, somewhat dissatisfied or neutral with several assessed skin attributes. Participant characteristics for the baseline study population (n=42) are presented in Table 1, and baseline skin-perception responses are presented in Table 2.

Table 1. Characteristics of the Participants

Participants Characteristic	Participants (N=42) n (%)
Age group of participants (years)	
25-34	1 (2.4%)
35-44	7 (16.7%)
45-54	20 (47.6%)
55+	14 (33.3%)
Geographic Market Distribution	
US	26 (62%)
Mexico	16 (38%)
Gender	
Male	0
Female	42 (100%)

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Table 2. Baseline Skin Perceptions

Skin Attributes	Satisfaction Scales (N=42) n (%)				
	Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Dissatisfied
Brightness	1 (2.4%)	9 (21.4%)	12 (28.6%)	13 (31.0%)	7 (16.7%)
Skin Tone Evenness	0 (0.0%)	6 (14.3%)	5 (11.9%)	16 (38.1%)	15 (35.7%)
Dark Spots	0 (0.0%)	2 (4.8%)	2 (4.8%)	17 (40.5%)	21 (50.0%)
Hydration	2 (4.8%)	13 (31.0%)	9 (21.4%)	12 (28.6%)	6 (14.3%)
Radiance	0 (0.0%)	7 (16.7%)	12 (28.6%)	14 (33.3%)	9 (21.4%)
Fine lines & Wrinkles	3 (7.1%)	7 (16.7%)	10 (23.8%)	15 (35.7%)	7 (16.7%)

3.2 Self-Report

3.2.1 Satisfaction Assessment

Analysis of repeated satisfaction assessments among the 36 participants who completed the study showed significant improvement within-participant across all six assessed skin attributes compared with baseline. Perceived improvements were observed as early as Week 4 and continued to increase through Weeks 8 and Weeks 12, indicating a progressive improvement in reported satisfaction over the study period. By Week 12, 97.2% of participants reported satisfaction improvement for each of skin radiance, skin brightness, and skin tone evenness compared with Baseline. Satisfaction improvements were also reported for the appearance of dark spots (91.7%), skin hydration (86.1%), and the appearance of fine lines and wrinkles (83.3%). Overall, participant-reported satisfaction improvements were evident early in the study and became more prevalent through Week 12. Shifts across the full five-point satisfaction rating from Baseline to follow-up were statistically significant for all six attributes by the Wilcoxon signed-rank test ($p < 0.001$; Fig. 2A).

The distribution of individual responses further illustrates progressive satisfaction improvement from Baseline through Week 12 as shown in Fig. 2B. Skin radiance provides a clear example: at Baseline, none of the 36 participants rated their skin radiance as “Satisfied,” whereas by Week 12, 28 of 36 participants selected the “Satisfied” category. Consistent with this overall pattern, the proportion of participants reporting “Satisfied” or “Somewhat satisfied” increased significantly over time across all six assessed skin attributes, as evaluated using McNemar’s test ($p < 0.001$).

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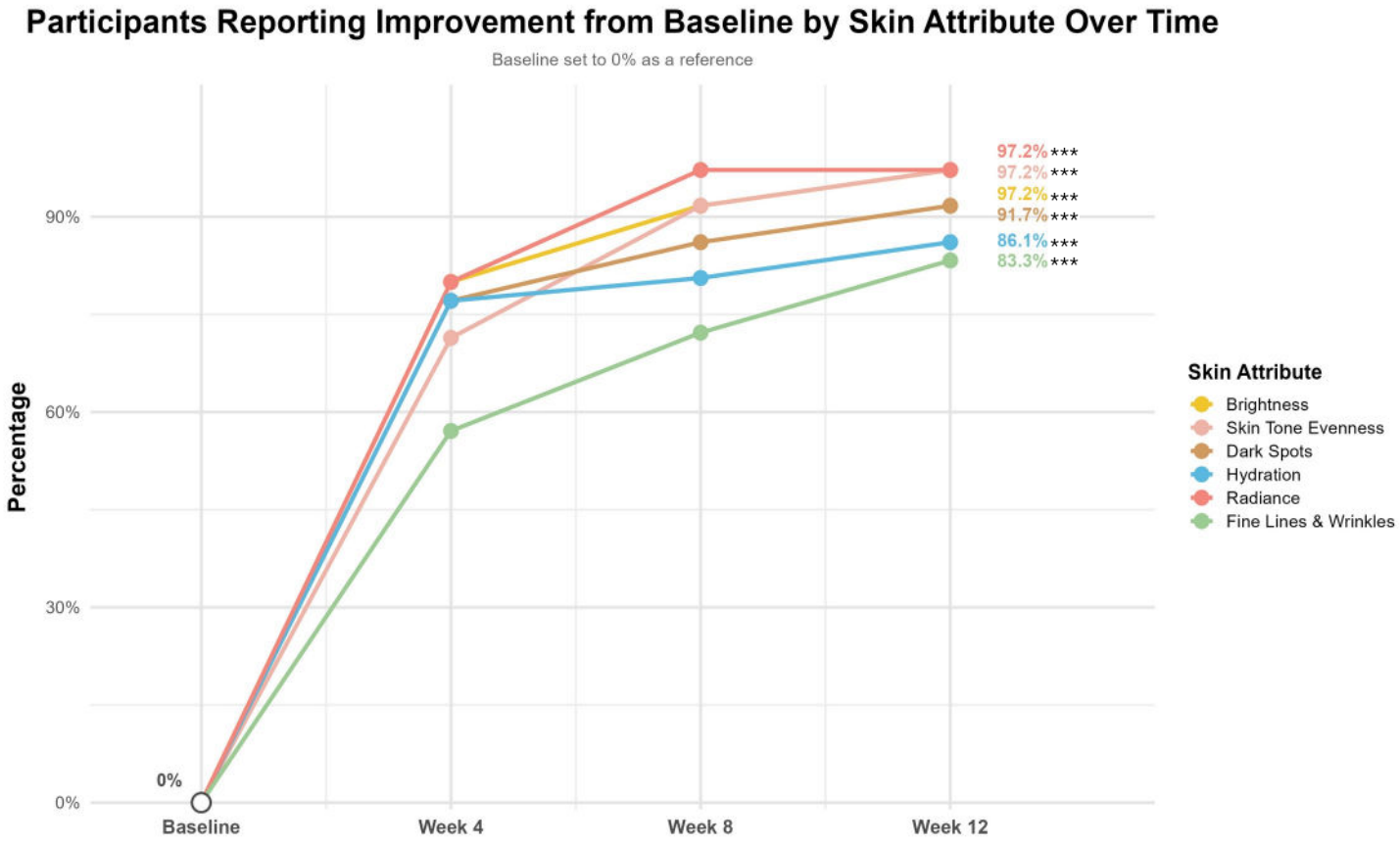
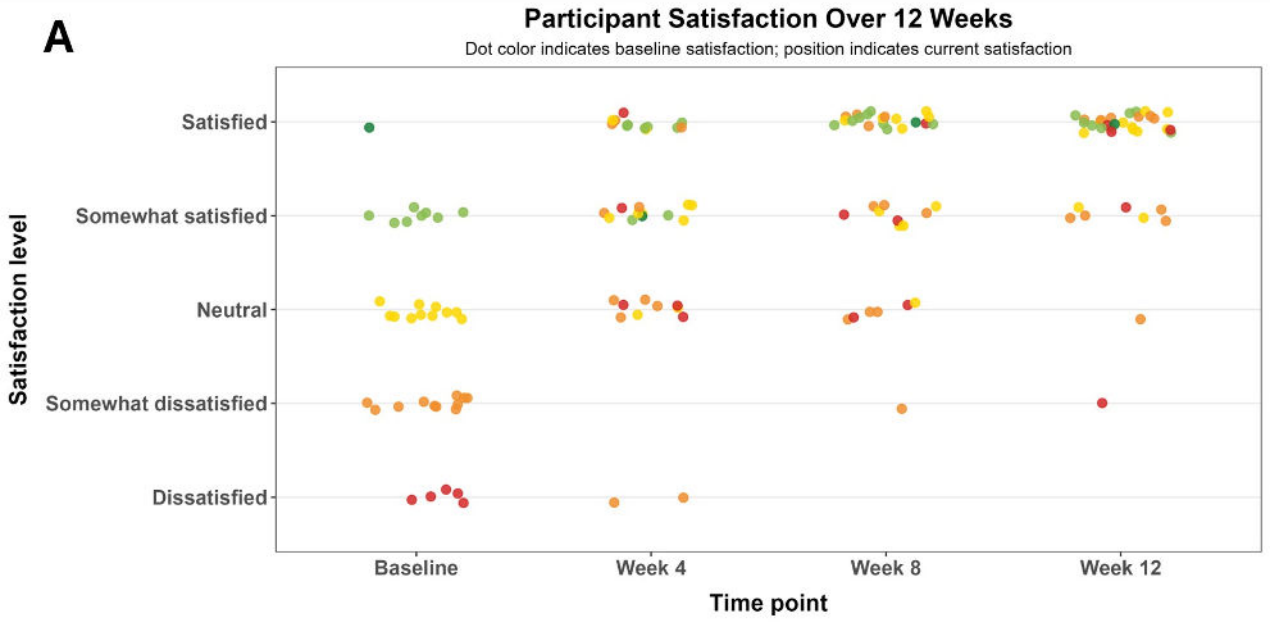
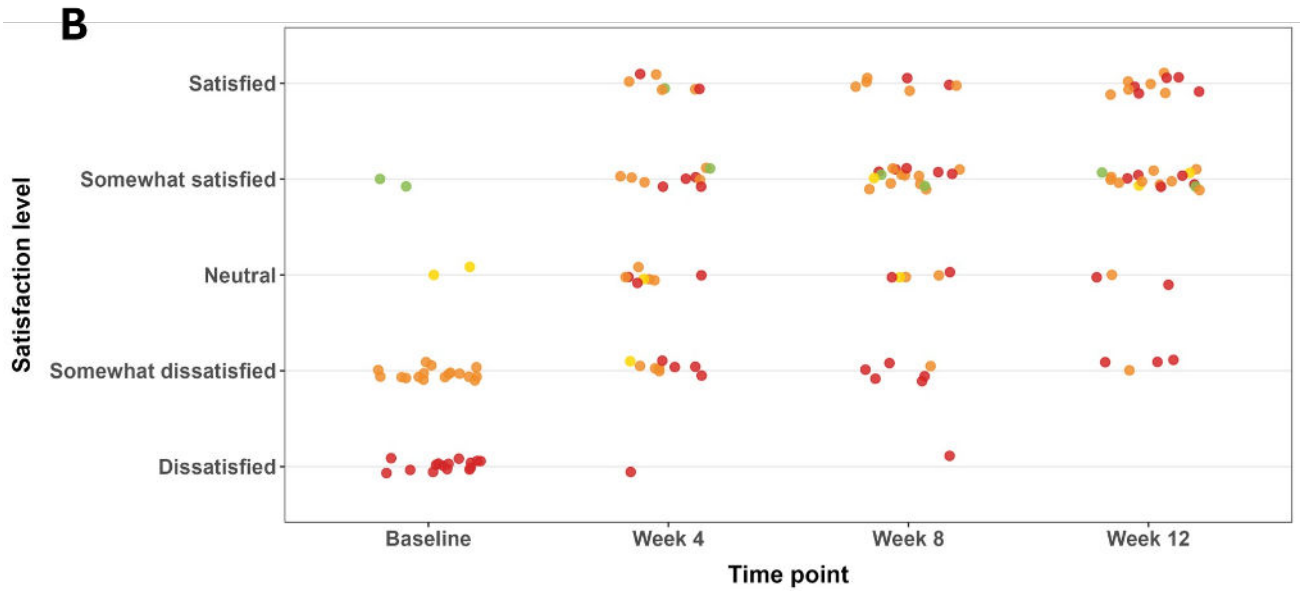


Figure 2A. Participant-reported improvement in satisfaction with skin appearance over 12 weeks.

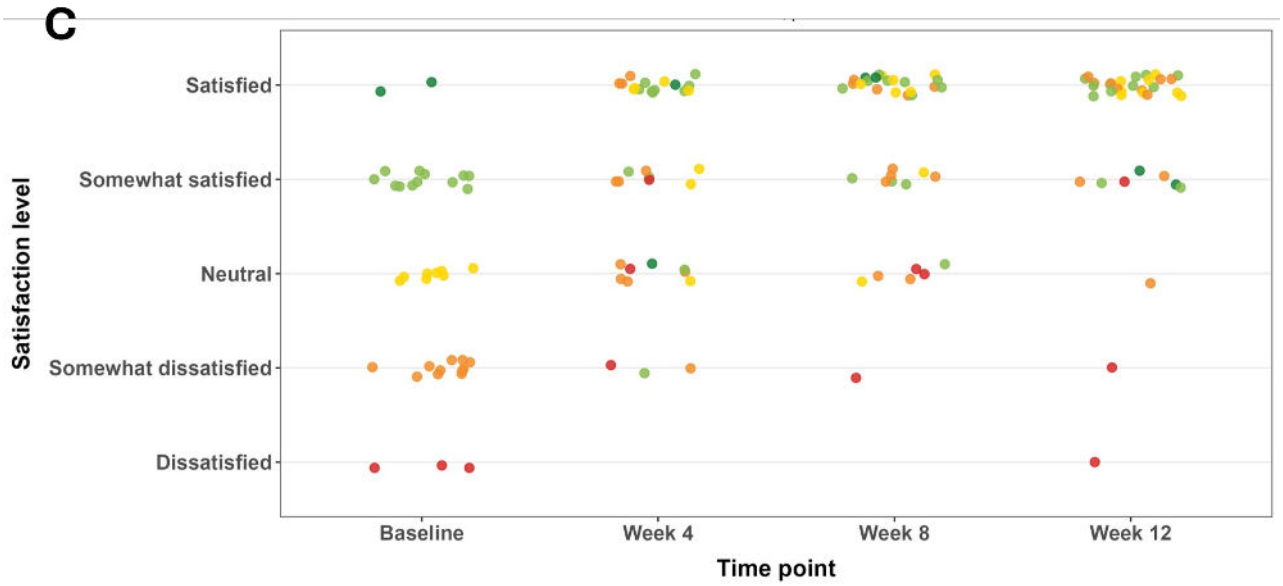
The percentage of participants whose satisfaction rating shifted from Baseline to a more favorable category is shown for six skin attributes: radiance, brightness, skin tone evenness, hydration, the appearance of dark spots, and the appearance of fine lines and wrinkles. Improvement was defined as a shift to a more favorable category on the five-point satisfaction scale. Baseline is shown as 0% because improvement was calculated relative to the Baseline response. Within-participant changes over time were statistically significant for all six attributes (*** $p < 0.001$).

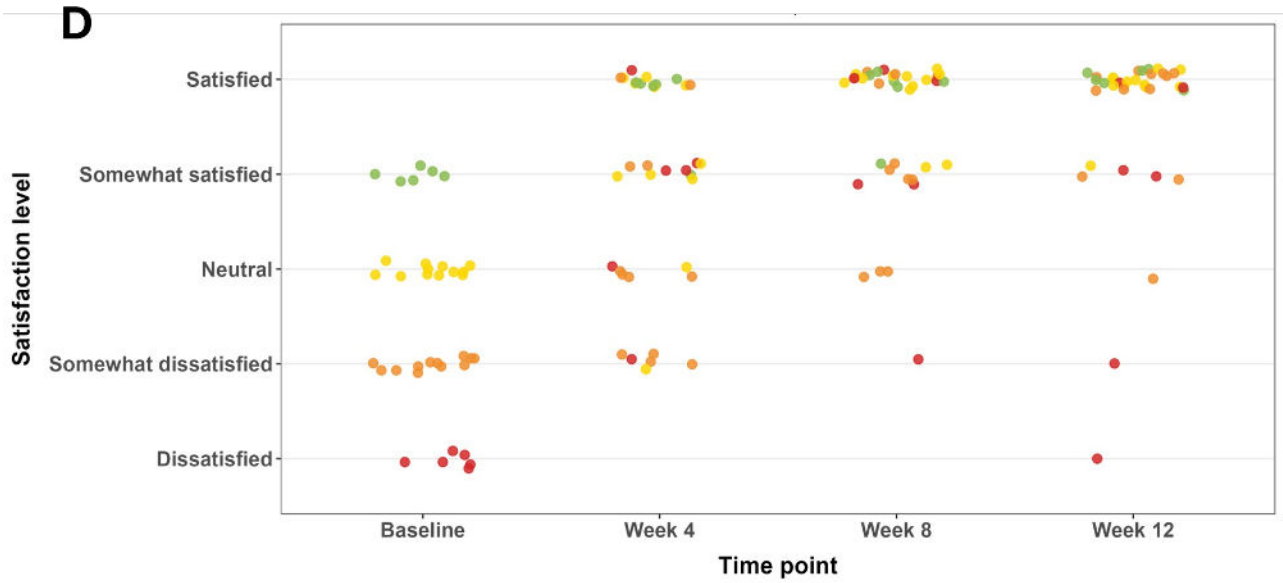
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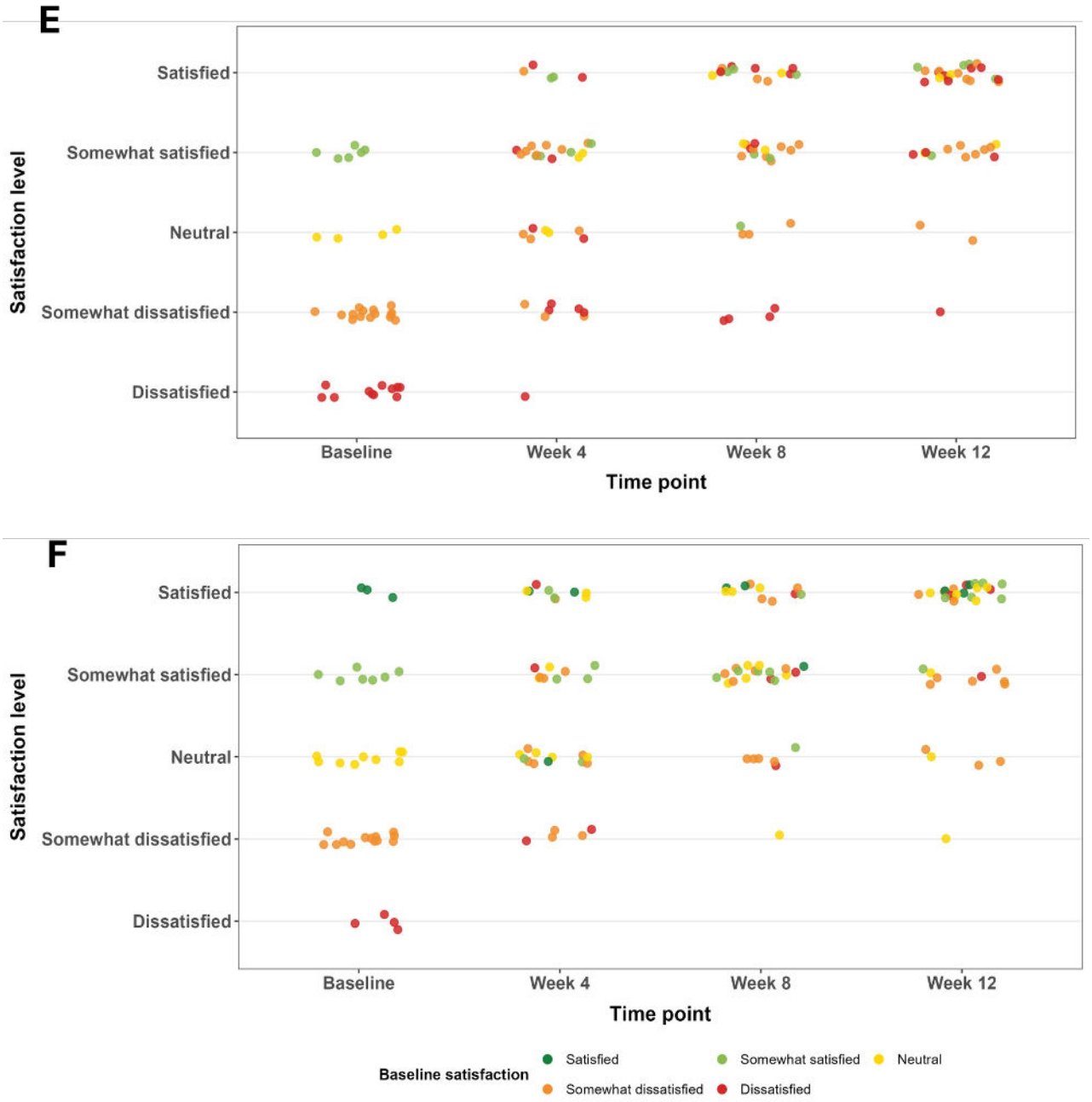


Figure 2B. Distribution of participant-reported satisfaction with six skin attributes over 12 weeks.

The six attributes shown are (A) Brightness, (B) Appearance of dark spot, (C) Hydration, (D) Radiance, (E) Skin tone evenness, and (F) Fine lines and wrinkles. Each dot represents one participant's response at the indicated time point. Vertical position indicates the satisfaction category reported at that visit, while dot color represents the participant's Baseline satisfaction category (Satisfied, Somewhat satisfied, Neutral, Somewhat dissatisfied, Dissatisfied), allowing changes from the initial response to be visualized over time. The color legend shown in panel F applies to all six panels. Dots are slightly offset for visibility, and missing responses are omitted. The distribution shows an increasing concentration of responses in the *satisfied* and *somewhat satisfied* categories across follow-up assessments.

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3.2.2 Participant Agreement with Perceived Skin Improvement Statements

Participant-reported agreement with perceived skin improvement statements became increasingly favorable from Week 4 through Week 12. Over time, a greater proportion of participants totally agreed or somewhat agreed that their skin had generally improved overall, their complexion appeared brighter and evened, their dark spots began to fade, their pigmentation was less visible, and their skin was more radiant and hydrated. These favorable agreement responses increased significantly from Week 4 to Week 12 using McNemar's test ($p < 0.001$).

3.2.3 Participant-Submitted Photographs

Selected participant-submitted photographs collected at Baseline and during follow-up are presented in Fig. 3 to provide illustrative context for the participant-reported findings. Follow-up photographs were captured at approximately Week 8 for Participants A and B and at Week 12 for Participant C. The photographs were not collected under standardized conditions, were not quantitatively evaluated, and were not used as efficacy endpoints.

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Figure 3. Selected participant-submitted facial photographs at Baseline and follow-up. Follow-up photographs were captured at approximately Week 8 for Participants A and B and at Week 12 for Participant C. Photographs

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were self-captured and are presented for illustrative purposes only; they were not collected under standardized conditions or quantitatively evaluated.

3.3 Side Effects and Tolerability

No side effects were reported during the study. Of the 36 participants who completed the study, 35 provided responses to the product-experience questions. Among these respondents, 91.4% (32/35) totally agreed or somewhat agreed that they enjoyed taking the oral skin health supplement. In addition, 85.7% (30/35) expressed an intention to purchase the product, and 91.4% (32/35) reported that they would recommend the product to a friend.

4. Discussion and Limitations

This 12-week consumer perception study showed a consistent shift toward more favorable participant perceptions of skin appearance during regular use of Glow. Satisfaction improvements were evident as early as Week 4 and generally became more prevalent through Weeks 8 and 12 across all six assessed skin attributes. By Week 12, the greatest proportions of participants showing improved satisfaction were observed for radiance, brightness, and skin tone evenness, with favorable changes also reported for hydration, dark spots, and the appearance of fine lines and wrinkles.

Participant-reported agreement with perceived skin improvement statements showed a similar pattern. From Week 4 through Week 12, increasing proportions of participants reported perceived general skin improvement and favorable changes in specific aspects of skin appearance. Participants also reported positive experiences with Glow, including perceived effectiveness, enjoyment of use, willingness to recommend the product, and purchase intent. Together, the two questionnaire approaches provide a consistent picture of the participants' experience over the 12-week study period.

The findings should be interpreted within the context of the study design. The study was single-arm and open-label, involved a relatively small number of participants, and did not include a placebo or comparator group. Outcomes were based on self-reported perceptions and may have been influenced by participants' expectations, natural variation in skin appearance, skincare or lifestyle changes, or other factors occurring during the study. In addition, participants were USANA Brand Partners (independent distributors who earn commission on sales of USANA products, including Glow), which may have influenced product expectations or self-reported responses. One enrolled participant was recorded in the 25–34 age category, which falls outside the prespecified eligibility range of 35–65 years; this represents an eligibility deviation and should be considered when interpreting the study findings. The study-specific questionnaires were designed to capture consumer perceptions rather than objective clinical changes.

No standardized instrumental measurements of hydration, pigmentation, elasticity, wrinkles, or radiance were performed. Participant-submitted photographs were collected for illustrative purposes only and were not standardized or quantitatively evaluated. Accordingly, the findings should be understood as participant-reported perceptions of the finished Glow formulation under the conditions of this study and should not be interpreted as evidence of objective clinical efficacy, generalized to populations beyond those studied, or attributed to any individual ingredient.

5. Conclusion

Overall, this 12-week consumer perception study showed that participants reported increasingly positive perceptions of their skin appearance while using Glow. Favorable responses were seen across multiple skin attributes and were supported by positive feedback on the overall product experience. Together, these findings suggest that Glow was well received by participants and was associated with noticeable, participant-reported improvements in skin appearance over the study period.

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Data Availability. The datasets generated and/or analyzed during this study are available from the corresponding author on reasonable request.

Conflict of Interest. Shayna Dunford, Esraa Ahmed and Haojie Cheng are employees of USANA Health Sciences, and participants are brand partners of USANA Health Sciences.

**These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.*

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Appendix 1

GLOW Consumer Study - Baseline 0

Start of Block: Preamble

Q1 Welcome! Today, we're capturing your first impressions of your skin to create a starting baseline. This questionnaire helps us understand your current skin condition and track your progress throughout the 12-week Glow consumer trial. You'll complete similar check-ins at weeks 4, 8, and 12. Tracking your journey is important—sometimes the biggest changes are easiest to see when we look back! We'll use before-and-after photos along with your personal self-evaluation to reflect on your progress along the way. This should be a fun and rewarding experience, and we're so glad to have you with us. Let's get started!

Q2 As of today, how would you rate the appearance of your skin using a five-point scale that ranges from: satisfied to dissatisfied?

	Satisfied (1)	Somewhat Satisfied (2)	Neutral (3)	Somewhat Dissatisfied (4)	Dissatisfied (5)
Skin brightness (1)	O	O	O	O	O
Even-looking skin tone & complexion (2)	O	O	O	O	O
Appearance of dark spots & pigmentation (3)	O	O	O	O	O
Skin hydration (4)	O	O	O	O	O
Skin radiance (5)	O	O	O	O	O
Appearance of fine lines & wrinkles (6)	O	O	O	O	O

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Appendix 2

GLOW Consumer Study - Week 4, Week 8 and Week 12

Start of Block: Preamble

Q1 Welcome! Today, we're capturing your week four impressions of your skin after having used Glow for one month. This questionnaire helps us understand your skin condition as you progress throughout the 12-week Glow consumer trial. You'll complete similar check-ins at weeks 8 and 12. Tracking your journey is important—sometimes the biggest changes are easiest to see when we look back! We'll use before-and-after photos along with your personal self-evaluation to reflect on your progress along the way. We hope you are enjoying the product and participating in the trial. We're so glad to have you with us. Let's get started!

Q2 As of today, how would you rate the appearance of your skin using a five-point scale that ranges from: satisfied to dissatisfied?

	Satisfied (1)	Somewhat Satisfied (2)	Neutral (3)	Somewhat Dissatisfied (4)	Dissatisfied (5)
Skin brightness (1)	O	O	O	O	O
Even-looking skin tone & complexion (2)	O	O	O	O	O
Appearance of dark spots & pigmentation (3)	O	O	O	O	O
Skin hydration (4)	O	O	O	O	O
Skin radiance (5)	O	O	O	O	O
Appearance of fine lines & wrinkles (6)	O	O	O	O	O

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Q3 Self-assessment. Using a four-point scale, please tell us if you totally agree, somewhat agree, somewhat disagree, or disagree with the following statements.

	Totally agree (1)	Somewhat agree (2)	Somewhat disagree (3)	Disagree (4)
I enjoy taking this product (1)	O	O	O	O
Do you think this product is effective? (2)	O	O	O	O
My skin has generally improved (3)	O	O	O	O
My complexion appears brighter (4)	O	O	O	O
My complexion appears more even (5)	O	O	O	O
My dark spots are beginning to fade (6)	O	O	O	O
My pigmentation is less visible (7)	O	O	O	O
My skin is more radiant (8)	O	O	O	O
My skin is more hydrated (9)	O	O	O	O
I have noticed an improvement in the appearance of fine lines and wrinkles (10)	O	O	O	O
I would recommend this product (11)	O	O	O	O
I would purchase this product (12)	O	O	O	O

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