



**FOR IMMEDIATE RELEASE : 10 December 2002**

**INDEPENDENT LAB STUDIES & ANIMAL TESTING FOR SKINCARE PRODUCTS**

*The question on every skincare product consumer's mind: are independent lab studies or animal testing on skincare products assurance on the quality of the products? Decide for yourself. If you require more information, please email us at [us-sales@pierrenchenxu.com](mailto:us-sales@pierrenchenxu.com) with any questions on our products.*

---

**Independent Lab Studies**

What exactly are Independent Lab Studies?

For independent lab studies, basically anyone manufacturing or selling drugs or skincare products can have the tests done and have the results in their favor just as long as they are willing to pay. At Pierre Chenxu Herbal Skincare, we do not believe in having our products tested in other people's laboratories and neither should you. Would you prefer us paying people to tell us how good (or bad) our products are, or would you rather we have paying customers who actually bought the products, tried it and gave their testimonials and praises?

The 95% rate of customers who tried the trial kits and came back to get our retail products is also an indication that we do not need such lab tests to convince people of our product quality.

For your information, in most lab tests, when they do the toxication test (e.g. what happens when the product comes into contact with the eyes), most, if not all, of these tests are done on lab rats / rabbits and other animals - an act we strongly condemn.

**Single Blind Testing / Double Blind Testing**

Single blind testing is a testing procedure whereby the subject(s) which the product(s) is/are tested on are not told what brand / whose products they are testing, but the tester (the persons(s) in charge of administering the tests) do know.

Double blind means that the testers themselves do not know what brand / whose product(s) is/are tested. In addition, the persons(s) in charge of administering the tests also do not know of the brand of product(s) they are testing.

The purpose of such "blind" tests is so that all prejudice against a brand / type or kind of product(s) is supposed to be eliminated.

However, if you were to analyze it in depth, there is no way prejudice can be eliminated through such a test. A lab conducting a single blind / double blind test would first need to recruit fee-paying "volunteers" to test the products. These "volunteers" are paid a sum of money to try the products. So, they are already fully aware that they are paid to allow their skin to be tested on something. The only thing they would not know is what brand / whose products. Knowing that they are paid to be tested and to offer their comment afterwards, the prejudice and the bias opinion cannot be eliminated. This is especially so when these volunteers are paid to test the products. By human nature, if someone was paid to do some thing, he/she may feel obligated to keep all negative things / comments to himself /herself even if he/she found that to be true. Rather, he/she may try to balance out by highlighting some positive points even IF he/she hated the products. There could also be "volunteers" who would just bring the tester products home but never try them, fearing a negative effect that may permanently harm their skin. But they would still provide a positive feedback so that they will be offered the same job again in future by the lab. Placebo drugs (drugs or medicine that serves no purpose at all) have been given to patients without their knowledge, but when asked by the doctor on the effect of the drug on them, as high as 30% to 50% would say they felt better and that their conditions have improved markedly. Placebos are made of ordinary starch with no therapeutical effect at all, and yet when asked for feedback, most people would not like to disappoint the interviewer/researcher with true and honest comments. Most would try to please. What more if they are paid to give feedback.

From the above points highlighted, which is more reliable, and which would you rather believe? Claims based purely on short-term (a few weeks to a few months) test results from paid "volunteers" OR positive feedback and positive responses from real-life consumers since the last 27 years?

### **Animal Testing**

Pierre Chenxu Herbal Skincare Products have not and will not be tested on animals. Our immediate raw material suppliers have signed a declaration that they do not as well. However, we would not be able to know if our raw materials suppliers' suppliers do too. It may be hard to track all the way down the supply chain. All in all, it is safe to say we DO NOT test on animals and we will never do. We believe there is NO need for that. Afterall, the animals aren't the ones using our products, are they?

---

#### **Dr. Pierre Chenxu**

*Founder & Formulator of Pierre Chenxu Herbal Skincare Products*

*Since 1983*

© Copyright 2002 Pierre Chenxu Herbal Skincare