

## **Independent lab tests show büji Block™ effectively protects and conditions the skin as it outsmarts poison ivy and poison oak**

An independent New York laboratory performed five skin tests on qualified participants. The purpose of the tests was to evaluate the usage of büji Block—a pre-contact lotion that provides a protective barrier against poison ivy and poison oak.

*Poison Ivy Protection Efficacy Test.* This test studied büji Block's efficacy as a topical barrier that prevents poison ivy. Twelve men and women known to have experienced poison ivy outbreaks within the past year were selected to participate. Study technicians outlined two test sites, one on the left forearm and one on the right forearm, of each participant. büji Block was applied to the test site on the right forearm while the test site on the left remained untreated. Technicians then crushed viable poison ivy leaves to release urushiol—the toxic oil that causes the fiery rash associated with poison oak and poison ivy—and then applied the leaves to both test sites.

Within 24 to 48 hours, four of the 12 panelists began to experience itching and blistering on the untreated test sites on their left forearms. The remaining eight panelists developed milder reactions on their untreated, left forearms.

Not a single participant developed poison ivy symptoms on the büji Block-treated test sites on their right forearms. The laboratory therefore concluded that büji Block is indeed effective in helping prevent the characteristic reactions associated with poison ivy.

*Skin Moisturizing and Film Forming/Barrier Protection Test.* This test assessed the moisturizing properties of büji Block. The product was applied to a small area on the inner arms of five test subjects. Over the next 24 hours, technicians used a Novameter to measure the amount of moisture retained by the skin and a small probe to assess Transepidermal Moisture Loss (TEML). A reduction in TEML generally indicates a proportionately high film barrier.

The laboratory concluded that a single application of büji Block dramatically increased moisture content of the skin over a 24-hour period. Decreases in the TEML readings during the same time period revealed that büji Block forms an effective film on the skin that provides a barrier of protection against moisture loss.

*Facial Discomfort Assay Test.* This test determined whether or not the application of büji Block to the face resulted in any stinging or burning sensation. The product was swabbed onto the cheek of test subjects who were pre-qualified as sting sensitive. They were then asked to sit and record all sensations felt during the 5 minutes immediately after the application. In addition, each panelist was asked to rate the intensity of any reactions.

No reactions of any kind were observed during the test; compelling the laboratory to conclude that büji Block is non-stinging.

*Repeat Insult Patch Test.* This test concluded that büji Block does not irritate or cause skin sensitivity even when continuously reapplied. Fifty subjects participated in this study. büji Block was dabbed onto hypoallergenic adhesive patches that were then placed on the subjects' backs. Each subject was instructed to remove the patch after 24 hours.

This procedure was repeated until a series of nine consecutive 24-hour exposures was completed. Participants were then given a 10-to-14-day rest period after which a re-test dose was applied to a different test site on their skin. No adverse reactions were recorded during the study which led the laboratory to determine that büji Block is a non-primary irritant and non-primary sensitizer to the skin.

*SPF and Water-Resistance Index.* A key benefit of büji Block is that it also contains a sunscreen. The final test determined its SPF index and its resistance to water. The panel consisted of subjects with fair skin. Technicians applied büji Block to a test site on their backs and then exposed the site to an artificial UVA-UVB spectrum light. An additional water resistant test was performed on subjects after the artificial sunlight test. More büji Block was applied to a different area of the skin and subjects were asked to spend a total of 80 minutes immersed in water (20 minutes in the water, 20 minutes out X 4).

Subjects returned to the testing facility the next day for analysis. büji Block earned a dry condition SPF value of over 25 and a very water resistant SPF value of over 15.

Free of parabens, fragrance and dyes, büji Block is also pediatrician and dermatologist tested.