Newsletter

April 2025

NovoBliss Research

NovoBliss Research Showcases Expertise at the 10th Annual Nutrition India Summit 2025

NovoBliss Research, led by Dr. Nayan and his team, proudly participated as exhibitors at the prestigious **10th Annual Nutrition India Summit 2025, held on 22nd and 23rd April at Radisson Blu, Mumbai.**
The summit convened thought leaders, industry experts, and key stakeholders from the nutrition, wellness, and healthcare sectors to explore emerging trends, innovative solutions, and scientific advancements shaping the future of consumer health in India.

At the event, the NovoBliss team actively engaged with brand innovators, researchers, product formulators, and regulatory experts, highlighting the organization's expanding portfolio of evidence-based clinical research and product testing solutions. Their exhibit underscored NovoBliss's dedication to scientific substantiation, regulatory compliance, and real-world validation across the nutraceutical, cosmetic, and personal care domains.
Participation in the summit provided a strategic platform for fostering collaborations and reinforcing NovoBliss's commitment to driving credibility and innovation through research-led partnerships.

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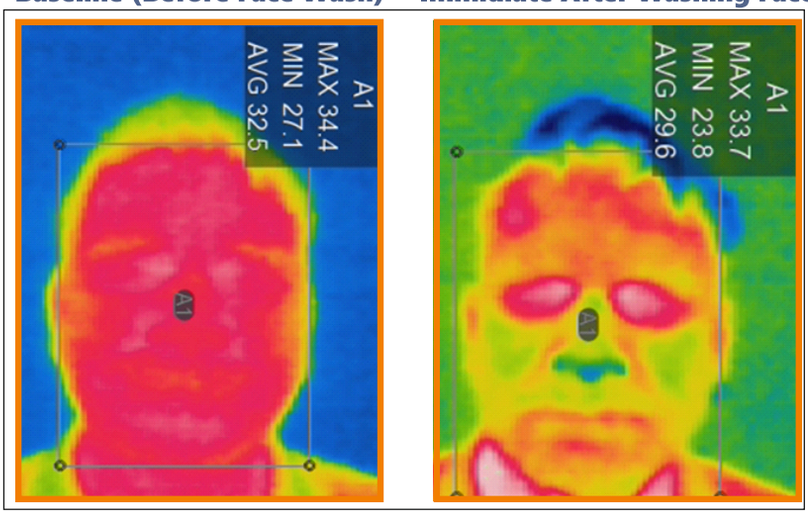
Infrared Thermography Study Demonstrates Immediate Cooling Effect of Face Wash – Internal Method Standardization

Baseline (Before Face Wash) **Immidiate After Washing Face**



As part of its ongoing commitment to innovation and product performance evaluation, NovoBliss Research recently conducted an in-house exploratory assessment to evaluate the immediate cooling effect of a face wash formulation using infrared (IR) thermography.

The internal method standardization study was performed under controlled environmental conditions, with baseline skin surface temperatures recorded using a calibrated IR thermographic camera (Metravi instruments – PRO TI-10P). The face wash was then applied uniformly across the facial skin and rinsed off with water at room temperature. A second set of thermographic images was captured immediately post-application to assess temperature variations and the product's instant cooling impact on the skin.

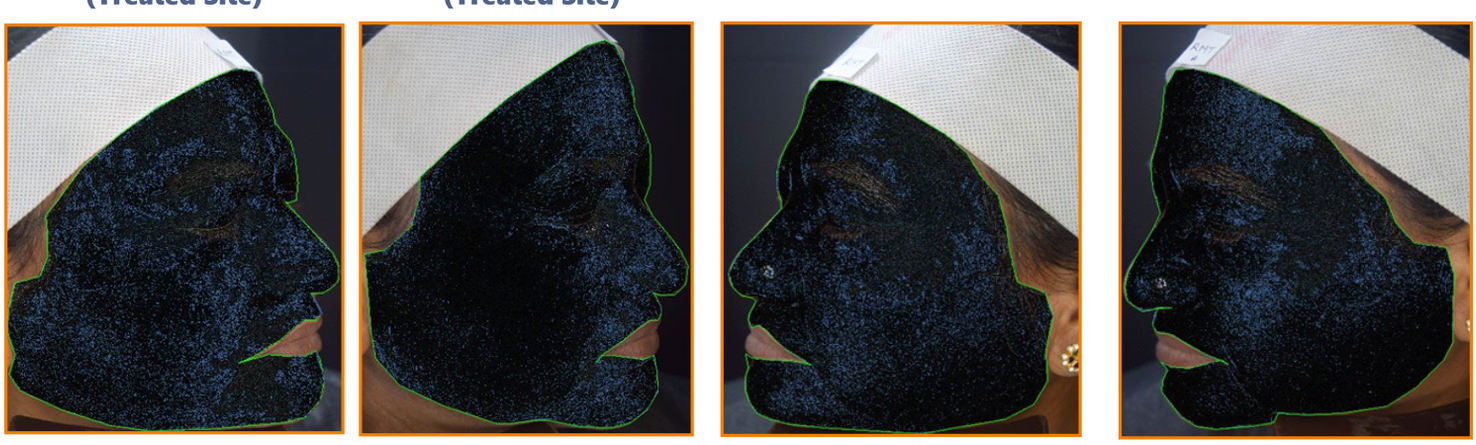
This assessment not only showcases NovoBliss advanced imaging capabilities but also reinforces its focus on objective, evidence-based approaches to support product claims and efficacy validation.

Internal Method Standardization: Highlights Immediate Mattifying Effect of Face Cream - Image Analysis

NovoBliss Research recently conducted an internal method standardization exploratory split-face study to assess the immediate mattifying effect of a face cream formulation by evaluating pore visibility reduction using advanced image-based analysis.

The study, conducted on healthy adult volunteers, simulated real-world product application under controlled conditions. High-resolution facial images were captured using a Nikon digital camera under standardized lighting and positioning to ensure accuracy and reproducibility. The split-face design involved applying the test product to one side of the face, while the opposite side remained untreated as a control.

Before Product Application (Treated Site) **After Product Application (Treated Site)** **Before (Control Site)** **After (Control Site)**



Area Mean – 12.41 **Area Mean – 10.34** **Area Mean – 12.41** **Area Mean – 11.18**

After 10 minutes of application, post-treatment images were captured using the same setup. These images were analyzed with Image-Pro software to quantify changes in visible pore count, an indicator of surface texture and skin clarity. Results showed a notable reduction in pore visibility on the treated side, supporting the product's claim of delivering an instant matte finish and enhancing overall skin appearance.

This study underscores NovoBliss's capabilities in leveraging digital imaging and analytical tools to substantiate cosmetic product performance with objective, quantifiable data.

Successfully completed the study

1. Clinical Study on Oral Supplementation for Respiratory Health

A randomized, double-blind, placebo-controlled study involving 56 participants was conducted over a 5-day period to evaluate the safety and potential effectiveness of an oral supplement in managing symptoms associated with upper respiratory tract infections. The study aimed to assess short-term symptom relief and overall tolerability of the supplement, providing early-stage insights into its potential role in supporting respiratory health. Subject recruitment was efficiently completed within 25 days, and the entire study concluded within a 30-day period. Findings from this study are expected to contribute valuable early-stage evidence for the role of oral supplementation in respiratory health and may contributing valuable insight for future, larger-scale investigations.

2. Clinical Study on Oral Enzyme Supplementation and Digestive Wellness Completed

A randomized, placebo-controlled, open-label clinical study was recently completed to explore the role of oral enzyme supplementation in supporting protein digestion and in individuals who experiencing digestive discomfort and joint-related symptoms. Conducted over a 30-day period, the study involved 18 participants.

The investigation focused on evaluating potential improvements in digestion, particularly in individuals with symptoms aligned with irritable bowel conditions, and any changes in joint discomfort. The study recruitment was completed within 14 days, and the entire study was concluded in 43 days, including a 30-day test product usage period. The findings are expected to offer preliminary insights into the integrative benefits of enzyme supplementation and inform future research in the area of gut and musculoskeletal health.