

Test of DolphinEyes® shampoo shield

- 9 out of 10 children loves to have their hair washed with DolphinEyes®
- 97 % of parents finds hair wash much easier with DolphinEyes®
- 97 % of parents feels that DolphinEyes® has turned hair wash into a nice experience

Why does young children dislike hair wash?

The majority of young children does not like to have their hair washed, and for many children and parents, hair wash can be the most stressful part of the week. But why is hair wash so frightening for so many young children?

Your child may object if she:

1. Has previously had water or shampoo in her eyes
2. Is scared of the water
3. Becomes insecure when she can't see what is happening
4. Is asserting her independence

DolphinEyes® has been developed focusing on the child's well-being

From the age of 3, the reason for not liking hair wash can normally be found within the first 3 bullets. Based on that, and input from healthcare professionals and parents to young children, DolphinEyes® has been developed to make hair wash enjoyable for the child and easy for the parent.

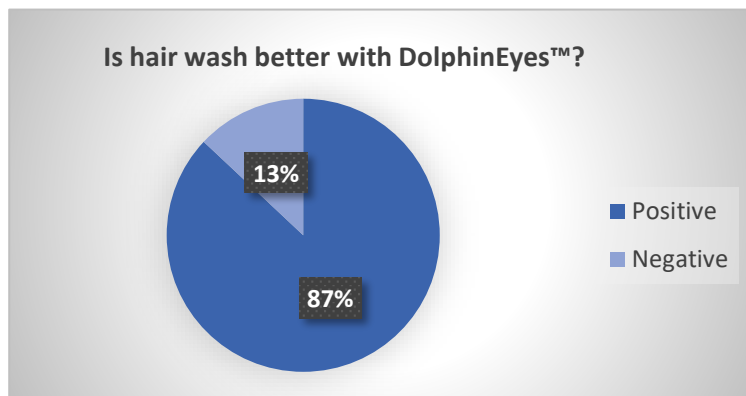
DolphinEyes® bath shield

- Protects your child's eyes from water and soap
(silk adhesive providing a water-tight seal)
- Enables your child to see during hair wash
(transparent shield in front of your child's eyes)
- Makes hair wash easy for parent and child
(Only attached to the forehead providing free access to all the hair)
- Stimulates creativity and learning
(With a mask and different graphic designs, you can be everything)

DolphinEyes™ test A.11-0019

Test area:	Denmark
Age group:	3-7 years
Participants:	31 children who didn't like hair wash
Split:	64% girls, 36% boys
Content:	The most essential results of the investigation is shown below.

9 out of 10 children loves to have their hair washed with DolphinEyes™

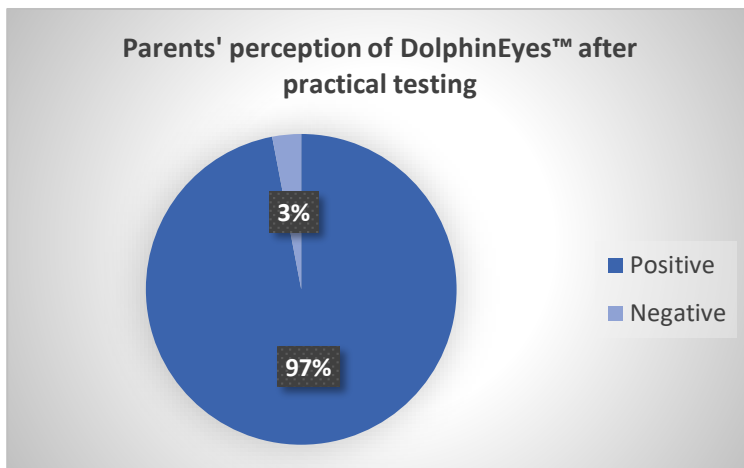


In the investigation all children were asked if they liked to have their hair washed with DolphinEyes™, and if they would preferer that in the future, instead of how they normally have their hair washed. 9 out of 10 answered that they would preferer to have their hair washed with DolphinEyes™.

All children were also asked if it felt good to have DolphinEyes™ applied to their forehead, and if it felt nice to have it removed. 100% answered that it felt good to have DolphinEyes® applied and removed.

Last all children were asked if they liked the graphical design on DolphinEyes™. 100% answered Yes. Most of the children had good ideas for the next graphical designs. Suggestions included everything from butterflies, flowers and magical things to hero designs.

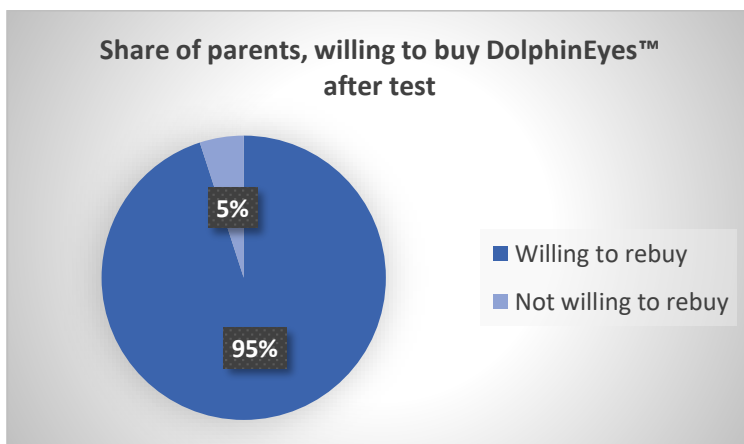
97 % of parents finds hair wash much easier with DolphinEyes™



In the investigation 97% of parents preferred to use DolphinEyes™, when washing their child's hair compared to how they normally do it. The main reason being that hair washing became much easier, and that the whole hair wash situation was turned into a good experience for the child.

In addition almost all parents found it easy to use the product, and liked the funny designs on the shield.

95 % of the parents are willing to buy DolphinEyes™ for their child's next hair wash



Based on the results the investigation concludes that DolphinEyes™ makes hair wash easier and much more fun for children who are not very keen on hair wash.