

# Pilot study to evaluate the impact of age progressed images on consumers in Shanghai

<b>Submission date</b> 15/06/2011	<b>Recruitment status</b> No longer recruiting	<input checked="" type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
<b>Registration date</b> 21/06/2011	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan <input type="checkbox"/> Results
<b>Last Edited</b> 04/09/2012	<b>Condition category</b> Nutritional, Metabolic, Endocrine	<input type="checkbox"/> Individual participant data <input type="checkbox"/> Record updated in last year

**Plain English summary of protocol**  
Not provided at time of registration

## Contact information

**Type(s)**  
Scientific

**Contact name**  
Dr Robert Hurling

**Contact details**  
Unilever Discover  
Colworth Science Park  
Sharnbrook  
Bedfordshire  
Milton Keynes  
United Kingdom  
MK44 1LQ

## Additional identifiers

**Protocol serial number**  
SKN-APP-0328

## Study information

**Scientific Title**  
Evaluation of the impact of age progressed images on consumers in Shanghai: a randomized controlled trial

## **Study objectives**

We hypothesize that participants will prefer an age projected image of themselves that simulates the impact of a healthier lifestyle, in comparison to an age projected image of a less healthy lifestyle

A secondary aim is to test whether viewing simulated photos showing the potential impact of a healthier (versus less healthy) lifestyle will increase intentions towards healthier lifestyle behaviors, in comparison to a control group who have not seen the photos

## **Ethics approval required**

Old ethics approval format

## **Ethics approval(s)**

Independent Ethics Committee in Shanghai, China approved on 27th June 2011

## **Study design**

Randomized controlled trial

## **Primary study design**

Interventional

## **Study type(s)**

Prevention

## **Health condition(s) or problem(s) studied**

Healthy lifestyle promotion

## **Interventions**

1. Participants in the intervention group will be shown age progressed images of themselves before completing a follow-up lifestyle questionnaire
2. Control group will complete the follow-up lifestyle questionnaire before being shown the age progressed images

## **Intervention Type**

Other

## **Phase**

Not Applicable

## **Primary outcome(s)**

Proportion of participants preferring to look like the age progressed image that simulates the impact of the healthier lifestyle behaviors

## **Key secondary outcome(s)**

Intentions to take up healthier lifestyle behaviors

## **Completion date**

26/08/2011

## **Eligibility**

**Key inclusion criteria**

1. Female
2. Aged between 34-45 years living in Shanghai with four grandparents of Chinese descent
3. Willing and interested to take part in a study where you will have photos of your face taken and be shown images of what you may look like in the future
4. Being prepared to give informed consent
5. Being prepared to provide proof of age (e.g. passport)

**Participant type(s)**

Patient

**Healthy volunteers allowed**

No

**Age group**

Adult

**Sex**

Female

**Key exclusion criteria**

1. Smoking
2. Avoiding the sun every day
3. Currently brushing teeth twice a day or more
4. Currently using moisturizing face cream every day

**Date of first enrolment**

27/07/2011

**Date of final enrolment**

26/08/2011

**Locations****Countries of recruitment**

United Kingdom

England

China

**Study participating centre**

**Unilever Discover**

Milton Keynes

United Kingdom

MK44 1LQ

# Sponsor information

## Organisation

Unilever (United Kingdom)

## ROR

<https://ror.org/05n8ah907>

# Funder(s)

## Funder type

Industry

## Funder Name

Unilever (United Kindgom)

## Alternative Name(s)

Unilever Global, Unilever PLC, U

## Funding Body Type

Government organisation

## Funding Body Subtype

For-profit companies (industry)

## Location

United Kingdom

# Results and Publications

## Individual participant data (IPD) sharing plan

## IPD sharing plan summary

Not provided at time of registration

## Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Participant information sheet</a>	Participant information sheet	11/11/2025	11/11/2025	No	Yes