

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

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