

Results from a 12-Week Open-Label Study Evaluating the Efficacy and Tolerability of Obagi NU-GEN Cellular Renewal Serum on Wrinkles, Hyperpigmentation, Radiance, Texture, Firmness, Plumpness, and Perceived Skin Age

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Background:

Skin longevity is increasingly defined by the ability of skin to maintain visible smoothness, firmness, radiance, even tone, and structural resilience over time. Topical interventions that improve multiple dimensions of visible skin quality may therefore support a broader longevity-oriented approach to maintaining healthier-looking skin over time.

Objective:

To evaluate the skin acceptance, tolerability, and clinical efficacy of a Renewal Serum containing NAD, NMN, and Niacinamide, under normal conditions of use in healthy adult female subjects with moderate to severe photodamage, including wrinkles/fine lines, hyperpigmentation, dullness, texture irregularity, reduced firmness, and reduced plumpness.

Materials and Methods:

This 12-week, non-comparative, open-label study enrolled 45 female subjects aged 60–74 years (mean age 67 years) with moderate to severe photodamage; 40 completed the study. Subjects applied the facial serum twice daily, with assessments at baseline and Weeks 1, 4, 8, and 12. Endpoints included dermatologist-led tolerability, expert clinical grading, VISIA[®] CR wrinkle analysis, PRIMOS[®] CR 300 wrinkle and texture analysis, and subject self-assessment. **Statistical comparisons versus baseline used Wilcoxon signed-rank testing and paired Student's test, with significance set at the 95% confidence level.**

Results:

No objective or subjective clinical signs or discomfort related to product use were observed; the serum was considered safe and well tolerated. Clinically graded efficacy showed significant improvement in crow's feet, under-eye and cheek wrinkles/fine lines, overall hyperpigmentation, radiance, texture, and firmness as early as Week 1 and, maintained through Weeks 4, 8, and 12. Significant improvement in plumpness and perceived skin age was observed from Week 4 onward. Expert grading reported reductions in perceived skin age equivalent to 1, 4, 5, and 6 years at Weeks 1, 4, 8, and 12, respectively. **VISIA[®] CR demonstrated significant improvement in wrinkle visibility and/or size, supporting claims of 8% less visible cheek wrinkles, 19% less visible under-eye wrinkles, and 15% less visible crow's feet.** PRIMOS[®] CR 300 showed significant reductions in wrinkle volume and roughness, with improved smoothness and texture from Week 4 onward. **At Week 12, 87.5% agreed skin looked more radiant/brighter, 97.5% healthier, 100.0% softer, smoother, supple, and hydrated, 95.0% firmer, 90.0% more resilient/elastic, 85.0% lifted, 97.5% rated the product moderately or extremely appealing.**

	Week 1	Week 4	Week 8	Week 12
Significant improvement in crow's feet, under-eye and cheek wrinkles/fine lines, overall hyperpigmentation, radiance, texture, and firmness	•	•	•	•
Significant improvement in plumpness and perceived skin age		•	•	•
Reductions in perceived skin age equivalent to 1, 4, 5, and 6 years	•	•	•	•
Significant reductions in wrinkle volume and roughness, with improved smoothness and texture		•	•	•



Conclusion:

Cellular Renewal Serum demonstrated significant 12-week efficacy across multiple visible hallmarks of photoaged skin, supporting its role in a skin-longevity strategy focused on improving overall skin quality, structural appearance, and visible rejuvenation over time.

References:

1. Data on file. Obagi Medical. 2026.



6 Years Younger

Perceived Skin Age After 12 Weeks