

What to Expect: Our Early Clinical Pilot Concept

Shared with the WearSpray IQ community · October 2026

*This document describes our **initial thinking** about a future clinical pilot study. It is an early planning concept shared for transparency. It is not an active, enrolling trial, a finished protocol, or a medical claim. Details are subject to change as our research collaboration develops with academic and clinical partners.*

What we want to learn

We want to find out whether having your sunscreen already on your wrist, instead of in a bag, a car, or a bottle back at home, actually helps you reapply it more often and more consistently when your phone sends a reminder. We're not trying to prove our reminders are smarter than anyone else's. We're isolating one simple, practical question: does immediate access change behavior?

How we're thinking about testing it

Our early planning draft outlines a small pilot: roughly 60 adults, split into two equal groups, both using the same app and the same contextual reminders. One group would carry sunscreen in a normal bottle or tube. The other would wear it in WearSpray's refillable wrist dispenser. We'd observe what happens over about six weeks: how quickly people reapply after a reminder, how consistently they keep it up, and how it feels day to day. A clinician and statistician would need to review and finalize every detail before anything begins.

Who we think this might resonate with

Based on the people who already reach out to us, our early thinking is that this kind of study, and WearSpray generally, is most relevant to people who are genuinely active outdoors: runners, cyclists, surfers, sailors, golfers, hikers, people commuting or traveling for long stretches, and anyone who already cares about their skin but finds protection hardest to keep up with once they're away from home. If that sounds like you, we'd love to stay in touch.

What this would *not* claim

- This would not be a claim that WearSpray prevents skin cancer, sunburn, or any skin condition.
- A small pilot like this could not establish broad clinical effectiveness. It is a feasibility study, designed to test whether a larger trial is even possible, not a definitive medical result.
- Any future enrollment would require ethics review, informed consent, and appropriate regulatory steps, following established clinical research guidelines (CONSORT).
- Registering your interest through WearSpray IQ does not guarantee a place in any future study.

Why we're sharing this so early

We'd rather be transparent about where our thinking stands today than wait until every detail is finalized. As our research collaboration develops, these plans will almost certainly change, and we want the people who registered interest in WearSpray IQ to be part of that conversation, not just an announcement at the end.

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Questions about this pilot concept? Email greg@wearspray.com