

Story number	Source	Claim for Retinol?	Type of Retinol	Study?	Study source	Date	
2	Metro	Yes	Pro-retinol	No		2.7	[2 July 2008]
3	Pulse	No	Retinol	No		11.6	
4	Observer	Yes	Retinol	No		11.5	
5	Sunday Times	Yes	Pro-retinol	No		11.5	
7	Coventry Evening Telegraph	Yes	Pro-retinol	No		1.5	
8	Observer	Yes	Retinol	No		13.4	
9	News of the World	Yes	Retinol	No		16.3	
10	Evening Gazette	Yes	Retinol	No		31.1	
11	Daily Mail	Yes	Retinol	No		10.1	
12	Western Daily Press	Yes	Retinol	No		9.1	
13	Daily Record	Yes	Retinol	No		31.12	[31 Dec 2007]
14	Sunday Times	Yes	Retinol	No		30.12	
15	The Times	Yes	Retinol	No		24.11	
16	The Times	Yes	Retinol	Yes	Not given	3.11	
17	Sunday Times	Yes	Retinol	Yes	Olay	23.9	
18	Daily Telegraph	Yes	Retinol	Yes	Michigan/Arch Derm	12.9	
19	The Sun	Yes	Retinol	No		3.9	
20	Express	Yes	Retinol	No		17.8	
21	The Times	Yes	Retinol	Yes	Michigan/Arch Derm	4.8	
22	Daily Star	Yes	Retinol	No		25.7	
24	Evening News	Yes	Retinol	Yes	Michigan/Arch Derm	28.6	
25	Daily Record	Yes	Retinol	No		23.6	
26	Mirror	Yes	Retinol	Yes	Michigan/Arch Derm	7.6	
27	Daily Mail	Yes	Retinol	No		4.6	
28	The Times	Yes	Pro-retinol	No		30.5	
29	The Sun	Yes	Retinol	No		26.5	
30	The Times	Yes	Retinol	Yes	Michigan/Arch Derm	26.5	
31	Daily Mail	Yes	Retinol	No		24.5	
32	Express	Yes	Retinol	No		24.5	
33	Daily Mail	Yes	Retinol	No		22.5	
34	Express	Yes	Pro-retinol	No		22.5	
35	Mirror	Yes	Retinol	Yes	Michigan/Arch Derm	22.5	
39	Northern Echo	Yes	Retinol	Yes	Michigan/Arch Derm	22.5	
41	The Sun	Yes	Retinol	Yes	Michigan/Arch Derm	22.5	
42	Chemist and Druggist	Yes	Pro-retinol	No		21.4	

43 The Guardian	Yes	Retinol	No	6.2	
44 Chemist and Druggist	Yes	Retinol	No	20.1	
45 Daily Mail	No	Retinol	No	14.12	[14 Dec 2006]
46 Mirror	Yes	Pro-retinol	No	13.10	
47 Express	Yes	Retinol	No	28.9	