

## **Microbiome-friendly products on the rise - MyMicrobiome now working with 100 global brands**

Balzers, September 20, 2023

By September 2023, 100 global brands are relying on the independent Microbiome-friendly certification for their products. The seal is bestowed upon cosmetic products and textiles that meet certain stringent criteria with regard to the impact on the skin or scalp microbiome.

Numerous prestigious brands, including Amore Pacific, Codex Labs, Beekman 1802, Henkel, DSM-Firmenich, K18, Nutrafol, Roquette, Solvay, True Botanicals, and Water Wipes, have proudly earned the "Microbiome Friendly" quality seal. This achievement serves as a testament to the microbiome-friendliness of their offerings, reinforcing their commitment to customers.

CEO Dr. Kristin Neumann expressed her enthusiasm, stating, "The microbiome movement is unstoppable, and we are exceedingly pleased with recent developments. Our customers recognize and value the fact that we are the sole registered certifier in the microbiome arena offering scientifically validated testing. An increasing number of companies seek our unique certification mark to substantiate their claims. The microbiome topic is here to stay."

MyMicrobiome AG is the exclusive provider of the world's only registered certification mark, offering seven distinct testing standards for skin, scalp, vagina, mouth, foot, nose, and infant skin, applicable to both cosmetic products and textiles.

MyMicrobiome GmbH provides tailored research and development services, consultations, and formulation support for the microbiome-friendly development of products.

For further information or press materials, please contact our Chief Marketing Officer, Hedy Scheck, at [scheck@microbiome-friendly.com](mailto:scheck@microbiome-friendly.com) or +49 (0)152 27282676.

*Originally founded in 2018 as an education platform, scientist- and women-led MyMicrobiome expanded its services by the world's only certification mark for Microbiome-friendly products in 2019 and by R&D services in 2021. Working with more than global 100 brands, MyMicrobiome represents the leading industry standard for Microbiome-friendly certification.*