



# Microbiome-friendly Certification Cosmetics

presented by



[microbiome-friendly.com](https://microbiome-friendly.com)



## About MyMicrobiome – A quick introduction



**Dr. Kristin Neumann**  
Co-founder, Scientific Director

MyMicrobiome was founded 2018 by a dynamic and committed team of mostly female scientists and microbiome enthusiasts.

The head office is located in Liechtenstein with further subsidiaries in Bavaria / Germany, Switzerland and Norway.

Our mission is to spread the knowledge about a healthy, unharmed microbiome and to provide a decision-making aid to customers and profiling tool for brands.

Besides certifying products that impact the human microbiome, our German subsidiary offers microbiome expertise and individual R&D services to companies in the Microbiome business.

### What is the "Microbiome-friendly" certification?

MyMicrobiome created the **world's first independent seal of quality for Microbiome-friendliness** of cosmetics and personal care products.

Since 2019 we offer the leading industry standard and only registered certification mark for Microbiome-friendly products worldwide.

## The **team** behind MyMicrobiome



**Dr. Kristin  
Neumann**

Co-Founder &  
Scientific Director



**Tanja  
Walbrunn**

Co-Founder



**Christine  
Auerbach**

Quality Manager



**Dr. habil.  
Lisa Bäumer**

Head of Laboratory



**Marina  
Becker**

Editor



**Sarah  
de Visser**

Specialist Textiles



**Inge  
Lindseth**

Registered Dietitian



**Valentín  
Robert**

Graphic Designer



**Hedy  
Scheck**

Chief Marketing &  
Sales Officer



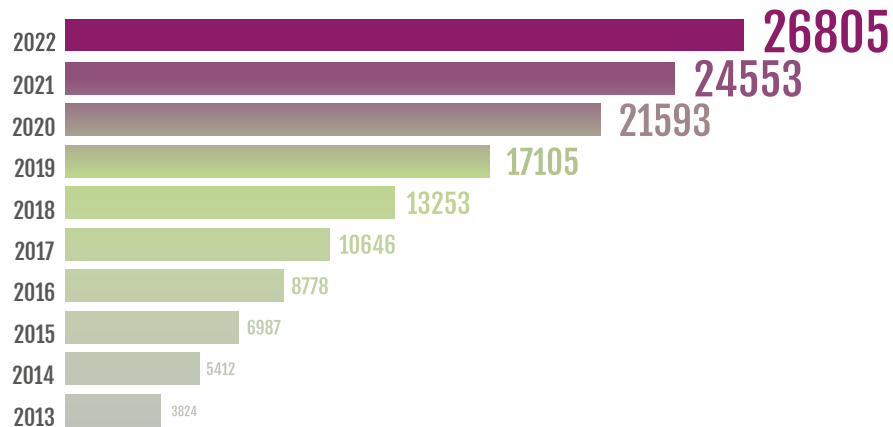
**Dr. Flavia  
Stal-Papini**

Senior Scientist

## The microbiome – a key issue for the future!

After “organic”, “natural” and “vegan” the focus on the **microbiome** is the future trend regarding sustainability of products.

The publications on **PubMed** regarding the microbiome increased by about 700% from 2013 to 2022.



Source:  
<https://pubmed.ncbi.nlm.nih.gov/?term=microbiome&filter=years.2013-2022>

## The microbiome – future immunity for consumers

# 50%

of consumers of soap/ bath/ shower products aged 18+ in the U.S.  
are interested in trying products that protect the microbiome\*

As the microbiome is the first line of defence for the body, it will play a crucial role in immunity and holistic health in the future. A study carried out by the CDC reveals that at least 1.7 million people develop sepsis each year. Antibiotic resistance is a huge global issue and is a precursor to sepsis. It occurs when the host's bacteria become resistant to the drugs administered to kill them.

With increased hand-washing and over sanitising, this issue may worsen as the threat of further infectious outbreaks remains high globally, so desired skincare solutions that maintain the natural functions of the skin microbiota will become an established beauty staple. Skin conditions such as eczema and acne will also drive formulations to target the microbiome.

\* Base: US: 1,963 internet users aged 18+ who use soap, bath and shower products.  
Source: Lightspeed/Mintel



## Why should I become certified?

### The **benefits** of a "Microbiome-friendly" **certification**:

**Validation of claims** | Our independent product certification guarantees Microbiome-friendliness of your products. You can be proud of your achievement!

**Competitive advantages** | Quality seals are a very important factor for consumers and prove their worth to be eligible for purchase.

**Transparency** | For the health-conscious consumer our certification mark is imparting confidence in your product.

**Marketing tool** | A seal of quality is a proven branding tool and is rounding up the profile of your product.

**A key issue for the future** | The skin microbiome is increasingly gaining awareness in the cosmetics industry.



## The MyMicrobiome Standards

Standardized methods to prove the microbiome quality.

### SKIN



Standard 18.10

### SCALP



Standard 19.10

### INFANT SKIN



Standard 20.10

### VAGINAL TRACT



Standard 21.10

### FOOT



Standard 22.10

### MOUTH



Standard 23.10

### NOSE



Standard 24.10

### GUT



Standard 25.10  
in development

## How do we **certify**?

Principle of the tests:

### **NO INFLUENCE ON THE KEY PLAYERS OF THE MICROBIOME**

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#### **MICROBIAL QUALITY**



Quality control for contaminations in the product according to DIN EN ISO 17516:2015.

#### **BALANCE**



The product is added to a co-culture of *S. epidermidis* and *S. aureus*. The balance should either stay stable or shift towards *S. epidermidis*.

#### **DIVERSITY**



The product is added to a co-culture of the key microbes of the specific body site. The number of the individual microbial strains should neither decrease nor increase.

#### **VITALITY**



The product is brought into contact with the key microbes of the respective body area and growth is observed. The product should not impair growth of the tested microbes.





## Your product has passed the test – what's next?

You may use our unique Microbiome-friendly seal of quality:



**MINI** | The "Microbiome-friendly Mini" seal in a compact, miniature format. It's a top eyecatcher and perfect for applying to packaging as it takes up a small amount of space. Available in monochrome.

**REGULAR** | The "Microbiome-friendly Regular" certificate is our originally registered seal of quality. Perfect for applying to packaging on which more space is available. Also as an eyecatcher on websites.

**DETAILED** | The "Microbiome-friendly Detailed" certificate is the big brother to our "Regular" seal. Anyone who likes to design their products in an eye-catching way and wants to provide consumers with the best possible information is in the right place with this variation.



## Your product has passed the test – what's next?

- 1 Employ the seal of quality to increase sales and enhance your brand.  
For example by applying the seal directly onto your product or onto the product packaging; by publishing the seal on your website, in press articles, on social media platforms, etc.
- 2 MyMicrobiome will publish your certified product on [www.mymicrobiome.info](http://www.mymicrobiome.info) in its online product-catalogue.  
You will also receive free online training material for your staff.
- 3 MyMicrobiome will inform about your certified product in its newsletter and on social media upon request.





Over 300 certified products worldwide by 2023

**WELEDA**  
Seit 1921

**VENN**

**BEEKMAN**  
1802

**CODEx**  
BEAUTY LABS

**Lipoid**  
Kosmetik

DuPont Tate & Lyle  
**BioProducts**

**CRUDE**

**DSM**

HOUSE OF **GRÖ**

**Dr. Elsa  
Jungman**

**ENGELHARD**

**ANNEMARIE  
BÖRLIND**  
NATURAL BEAUTY

**amyris**

**AMOREPACIFIC**

**trilogy**

**prose**

**frei  
öl**

**SAGE  
YLANG**

**LG Household & Health Care**

**indeed**  
LABORATORIES

**APRINNOVA**

**Kneipp**

**ROQUETTE**

**Henkel**



## You would like to have your **product** tested, too?

### Which products can you test?

According to the MyMicrobiome standards all products that are in contact with the adult or infant body can be tested.

Some examples of the respective items include:

Lotions, creams, oils, serums, cleansers, gels, shampoos, nasal sprays, cosmetic ingredients, soaps, shower products, baths, deodorants, toothpaste, mouthwash, etc...

### How long does the certification process take?

Once you have placed the order and we have received the samples of your product, the process takes between 8-12 weeks.



## You would like to have your **product** tested, too?

### Who performs the test?

The tests are performed by independent and certified labs in Germany.

### How much does the test cost?

As an independent certification institute, we are obliged to keep our testing and licensing costs transparent. We have a price list that you are welcome to request from us.

### How long can the seal of quality be used?

The seal of quality does not expire as long as the tested product is not changed.



## MyMicrobiome R&D

The leading Microbiome research company

### Our scope of testing

We examine *in vivo* and *in vitro* products such as

- Drugs
- Pro-, pre- and postbiotics
- Cosmetics or single ingredients
- Textiles
- Detergents

with regard to their effect on the human microbiome. In addition to certification, we thus offer the possibility of making well-founded statements about the tolerability or efficacy of your products without animal testing.



## Contact details

Certification

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**"Be part of the beauty  
revolution for a better,  
Microbiome-friendly world"**

**Dr. Kristin Neumann**

Co-Founder and Microbiologist

