Microbiome® friendly

Microbiome-Friendly Certification

presented by

MyMicrobiome

Where Microbiome Science Sets the Standard

microbiome-friendly.com

MyMicrobiome
Where Microbiome Science Sets the Standard.

Respecting the Microbiome. Caring for Consumers.

The microbiome is integral to human health. The skin microbiome varies by body site, from scalp to feet, which is why we develop standards for different areas of use. We also have dedicated standards for animal care products. MyMicrobiome helps brands assess products through scientific expertise, independent testing and certification.

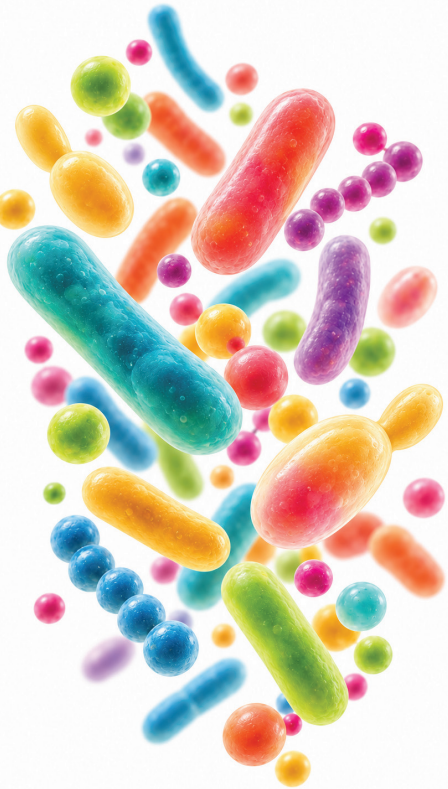


Microbiome-Friendly Certification

Credible microbiome-friendly claims begin with evidence.
Our standardized testing methods evaluate products against defined microbiome-friendly criteria. Products that meet the applicable requirements may use the seal under a valid licence agreement.

The seal gives brands a recognizable way to communicate independently tested microbiome-friendliness — supporting product differentiation and helping consumers make informed choices.

Your Partner Throughout the Microbiome-Friendly Journey



As a global leader in microbiome-friendly testing and certification, MyMicrobiome AG has conducted over 3,000 tests. Headquartered in Switzerland, we combine scientific and commercial expertise to support companies worldwide.

Develop with Confidence

Our development assessment and scientific guidance help your team consider the microbiome earlier and make informed product decisions.

Demonstrate Credibility

Independent testing and certification provide evidence for microbiome-friendly positioning and a clear way to communicate your product's achievement.

Grow Your Portfolio

We help you identify opportunities across additional products and ranges, bringing your commitment to respecting the microbiome to more consumers.

We work with you to understand your goals and provide practical support from early development through certification and portfolio expansion.

Talk to our team about development assessment, testing and certification.

Why Certify Your Products?



Support Your Claims with Evidence

Independent testing against defined, standardised criteria provides scientific evidence to support your microbiome-friendly claims.



Differentiate Your Products

Give customers a clear reason to consider your products through a recognizable Microbiome-friendly certification seal.



Build Consumer Confidence

Help consumers make informed choices by showing that your products meet defined microbiome-friendly requirements.



Strengthen Your Brand Communication

Use the certification seal across packaging and digital channels in line with the seal usage guidelines.



Inform Future Product Development

Apply microbiome insights to product decisions and identify opportunities to expand your microbiome-friendly portfolio.



Stay Ahead of Regulation

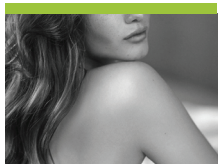
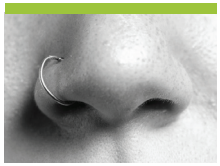
The microbiome is integral to human health. Build your evidence base as regulatory expectations evolve.

Make your commitment to respecting the microbiome visible.

The MyMicrobiome Standards

Standardized methods to prove the microbiome-friendliness of your products:

Cosmetics & Personal Care

SKIN	SCALP	INFANT SKIN	VAGINAL TRACT	FOOT
				
Standard 18.10–18.13	Standard 19.20	Standard 20.10	Standard 21.10	Standard 22.10
MOUTH	**NOSE**	**VULVO-VAGINAL**	**ACNE**	**ECZEMA**
				
Standard 23.10	Standard 24.10	Standard 25.10	Standard 26.10	Standard 27.10/11

https://microbiome-friendly.com/en/cosmetic-standards

The MyMicrobiome Standards

Standardized methods to prove the microbiome-friendliness of your products:

Hygiene & Textiles

FACE & BODY



Standard 38.10–12

FOOT



Standard 42.10

INFANT SKIN



Standard 40.10

NASAL



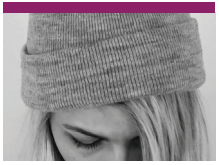
Standard 44.10

ORAL



Standard 43.10

SCALP



Standard 39.20

VAGINAL



Standard 41.10

VULVO-VAGINAL



Standard 45.10

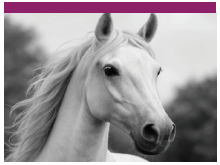
Animal Care

CANINE SKIN



Standard 58.10

EQUINE SKIN



Standard 59.10

https://microbiome-friendly.com/en/textile-standards

https://microbiome-friendly.com/en/certification/pet-standards

Cosmetics & Personal Care



Microbiome-friendly assessment for everyday care

From facial care to scalp and intimate care, products interact with different microbial communities. MyMicrobiome assesses their effects on selected microorganisms relevant to the intended area of use and how the product is applied, such as leave-on or rinse-off use.

Applications include

- **Face & body care:** Cleansers, creams, lotions and other skincare formulations.
- **Hair & scalp care:** Shampoos and scalp-care products.
- **Baby care:** Products developed for infant skin.
- **Foot care:** Formulations for the feet.
- **Oral & nasal care:** Products intended for use in the mouth or nose.
- **Intimate care:** Products for vaginal and vulvo-vaginal use.
- **Targeted skincare:** Products developed for acne-prone or eczema-prone skin.

Assessment relevant to your product

Different areas of the body have different microbiomes. Our standards reflect these differences, providing a scientific basis for assessing microbiome-friendliness according to the product's intended use.

Hygiene & Textiles

Microbiome-friendly assessment for products and materials in direct contact with skin or mucosal surfaces

From baby diapers and feminine hygiene products to everyday clothing, materials that come into direct contact with skin or mucosal surfaces can interact with the local microbiome. MyMicrobiome assesses their effects on selected microorganisms relevant to the intended area of use.



Applications include

Baby care
Diapers, swaddling cloths and baby clothing.

Feminine hygiene and intimate care
Sanitary pads, tampons, panty liners, menstrual cups, period underwear and incontinence underwear.

Clothing and skin-contact textiles
Everyday garments, gloves, underwear, caps and headscarves.

Foot-contact materials
Socks, shoe materials and insoles.

Oral and nasal applications
Toothbrush bristles, dental floss, dental care sticks and handkerchiefs.

Standards matched to the application

Our hygiene and textile standards cover face and body, scalp, infant skin, foot, oral, nasal, vaginal and vulvo-vaginal microbiomes.

The relevant assessment examines how the tested product or material affects microbial balance, diversity and vitality under defined laboratory conditions.

Animal Care



Microbiome-friendly assessment for dog and horse care products

Grooming and care products come into contact with the skin's microbial community. MyMicrobiome has developed dedicated standards to assess how these products affect key microorganisms relevant to canine and equine skin.

Canine Skin
MyMicrobiome Standard 58.10

For dog grooming and care products. The assessment examines their influence on selected canine skin microorganisms, including microbial balance, diversity and vitality.

Equine Skin
MyMicrobiome Standard 59.10

For horse grooming and care products. The assessment uses selected microorganisms relevant to equine skin to evaluate the product's influence on its microbial balance, diversity and vitality.

Research behind the standards

The development of these standards included identifying and characterising cultivable microorganisms from healthy dogs and horses.

Microbiome® friendly



How We Assess Microbiome-Friendliness

We assess how your product affects selected microorganisms relevant to its intended use. The test modules and evaluation criteria depend on the applicable standard and product type.

MICROBIAL QUALITY

Checks the product for microbial contamination.

BALANCE

Assesses how the product affects the relationship between selected microorganisms.

DIVERSITY

Assesses whether the product changes the composition of a selected microbial community.

VITALITY

Examines the growth of selected microorganisms following contact with the product.

Your Product Has Passed the Test–What's Next?



Options to 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. Also available 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 eye-catcher on websites.

Your Product Has Passed the Test–What's Next?

Use of the Microbiome-friendly certification seal requires a valid licence agreement with MyMicrobiome.



1 Use the seal to communicate your product's microbiome-friendly certification and help consumers make informed choices. You can use it on your product or packaging, on your website, in press materials and on social media, in line with MyMicrobiome's seal usage guidelines.



2 Your certified product will be featured in the online product catalogue at www.MyMicrobiome.info. You will also receive a free webinar with training materials for your staff.



3 MyMicrobiome will inform about your certified product in its newsletter, a dedicated press release and on social media upon request.

Get Your Product Tested



Which Products Can We Test?

We assess a wide range of ingredients and finished products for microbiome-friendliness.

Examples include:

Skin care: creams, lotions, oils and serums

Cleansing and hair care: cleansers, soaps, shower products and shampoos

Personal hygiene: deodorants, toothpaste and mouthwash

Textile: hygiene products and textiles

Pet care: horse and dog grooming and care products

Other applications: nasal sprays and cosmetic ingredients

If your product, application or formulation isn't listed, contact us. We'll help you find the right assessment.

How Long Does Certification Take?

The certification process typically takes 8–12 weeks after your order is confirmed and we receive your product samples. Our team will confirm the expected timeline before testing begins.

Testing and Certification:



Who Performs the Testing?

Testing is conducted in Switzerland in partnership with Dr. Risch, using the applicable MyMicrobiome standards.



How Much Does It Cost?

As an authorised certifier in 41 countries, MyMicrobiome applies consistent pricing principles and commercial terms to all customers. Contact our team for a quotation tailored to your product and testing scope, including applicable seal licensing fees.



How long can the seal of quality be used?

Certification remains valid as long as the product formulation stays unchanged. Continued use of the Microbiome-friendly seal is subject to an annual licence fee and adherence to MyMicrobiome's seal usage guidelines.

Support Beyond Certification



MINCI-Check

Consider microbiome compatibility early in product development through an assessment of your ingredient list.

- Ingredient-list assessment
- Identification of potential compatibility concerns
- Recommendations to inform formulation decisions

MINCI provides non-binding recommendations. Laboratory testing is required to determine whether a product meets certification criteria.



Customized Training

We provide you with customized training sessions. Virtual or on-site presentation, your preferred format.

- Advanced microbiome knowledge
- Current research on the microbiome
- Individual topic areas
- Microbiome as a future topic
- Our certification process
- Questions and Answers



Microbiome Information

Your certified product will be featured in the online product catalogue on our popular information website, www.MyMicrobiome.info Visit the website to explore microbiome topics, scientific publications and news.

- Individual microbiome-specific topics
- Scientific publications
- News on microbiome-specific topics

MyMicrobiome

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