

MyMicrobiome Launches Global First Microbiome-Friendly Certification Standard for Pet Cosmetics

Balzers, Liechtenstein – July 1, 2024 – MyMicrobiome, the global leader in microbiome-friendly certification, proudly announces the launch of the world’s first Microbiome-Friendly Certification Standard specifically for pet cosmetics.

The first [pet standard](#) introduced is for canine breeds. For dogs, nature is not only a place of physical activity, but also of emotional well-being. Whether exploring new smells, romping with other dogs or simply enjoying nature, dogs show how close their connection to the natural world is.

Dr. Kristin Neumann, CEO MyMicrobiome:

“We are thrilled to introduce the first-ever Microbiome-Friendly Certification Standard for pet cosmetics. Pets are integral members of our families, and their health and well-being are just as important as our own. This certification standard is a significant step in ensuring that the products we use on them are truly friendly on their skin microbiome.

The launch of this certification standard reflects our commitment to innovation and excellence in the field of microbiome health. We are excited to set new benchmarks for pet care products and look forward to working with companies dedicated to enhancing pet health through microbiome-friendly solutions. We are proud that we were able to obtain funding for this project from Bayern Innovativ.”

Similar to humans, excessive bathing or the use of aggressive grooming products can lead to skin irritation and ultimately to imbalances in the skin microbiome. Skin diseases such as canine atopic dermatitis are among the typical consequences. MyMicrobiome has therefore set itself the task of identifying the cultivable skin microbiome of healthy dogs and establishing a canine skin microbiome standard to test dog care products with regard to their influence on the skin microbiome.

The standard is designed to assess and ensure the microbiome compatibility of products used on pets, such as shampoos, conditioners, paw balms and grooming products.

Products seeking certification will undergo comprehensive testing to evaluate their impact on the skin microbiome of pets. These protocols include advanced microbiological and dermatological assessments to confirm that products do not disrupt the natural microbial balance of pets’ skin.

This pioneering certification standard is expected to revolutionize the pet care industry by establishing a new quality benchmark for pet cosmetics. As consumers become increasingly aware of the importance of microbiome health, certified products will offer a trusted choice for pet owners seeking to ensure the best care for their pets.

MyMicrobiome invites all pet cosmetics manufacturers to participate in this certification process and contribute to advancing the standards of pet health care. The company is committed to supporting the industry with the resources and expertise needed to achieve this certification.

For more information about the Microbiome-Friendly Certification Standard for Pet Cosmetics, please contact:

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About **MyMicrobiome**:

The scientist- and women-led MyMicrobiome AG offers the global first and only registered certification mark for microbiome-friendly products as well as R&D services. It develops certification standards for microbiome-friendly cosmetics, pharmaceuticals, textiles and standards for pets. MyMicrobiome represents the globally leading industry standard for Microbiome-friendly certification, contributing to its vision of "a better, microbiome-friendly world."