



# Microbiome-friendly Certification Cosmetics

presented by



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



## About the Microbiome-Friendly Certification

We offer the worldwide leading and only registered certification mark for microbiome-friendly cosmetics, pharmaceuticals, textiles and pet care.

Having tested more than 1,000 products from over 150 global brands, we are proud to be the leading industry standard for microbiome-friendly certification.

## About MyMicrobiome – The Microbiome Company

MyMicrobiome was founded 2018 by a dynamic and committed team of mostly female scientists and microbiome enthusiasts. Our head office is located in Switzerland with further subsidiaries and distributors in Germany, Norway, USA, Australia, New Zealand, India, South Korea, Japan and Thailand.

Our mission is to promote awareness and understanding of a healthy and undisturbed microbiome. We aim to offer valuable decision-making support to consumers and provide profiling tools for brands. In addition to certifying products that interact with the human microbiome, our German subsidiary offers specialized microbiome expertise to companies in the microbiome industry.



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

## The Team Behind MyMicrobiome



**Dr. Kristin  
Neumann**

Co-Founder & CSO



**Tanja  
Walbrunn**

Co-Founder & CCO



**Hedy  
Scheck**

COO & CSMO



**Maren  
Kolloch**

Executive Assistant



**Inge  
Lindseth**

Registered Dietitian



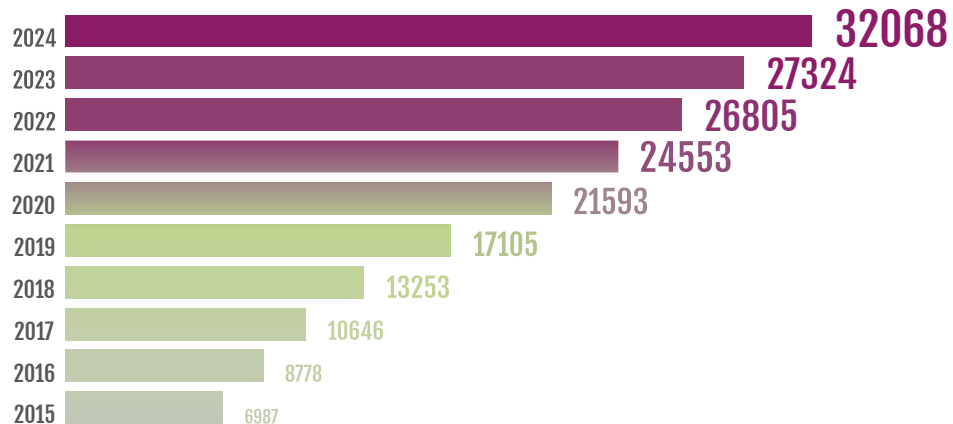
**Sarah  
de Visser**

Specialist Textiles

## The Microbiome – A Topic Which Is Here to Stay

Scientific publications on PubMed regarding the microbiome increase year by year.

Research suggests its role in **health**, **immunity**, and **various diseases**.



Source:  
<https://pubmed.ncbi.nlm.nih.gov/?term=microbiome&filter=years.2015-2024>

## 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 defense for the body, it will play a crucial role in immunity and holistic health in the future. Antibiotic resistance and skin microbiome antimicrobial resistance is a serious global health problem.\*\* Antibiotic resistance 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

\*\* Deng et al, 2023



## 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 advantage

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-friendliness of your products:

## SKIN



Standard 18.10

## SCALP



Standard 19.20

## INFANT SKIN



Standard 20.10

## VAGINAL TRACT



Standard 21.10

## FOOT



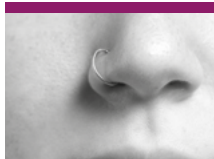
Standard 22.10

## MOUTH



Standard 23.10

## NOSE



Standard 24.10

## VULVO-VAGINAL



Standard 25.10

## ACNE



Standard 26.10

## ECZEMA



Standard 27.10



# How Do We Certify?

Principle of the tests:

## LACK OF INFLUENCE ON THE KEY MICROBES

### 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?

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?

- 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, a dedicated press release and on social media upon request.





## Over 1,000 Tested Products Worldwide by 2025

**CODEX**  
BEAUTY LABS

EVE LOM

 **Dr. Pflieger**

 **Henkel**

アルソア 慧央グループ  
ARSOA KEIO GROUP

  
TRUE BOTANICALS

BEEKMAN  
1802

**TRI•K**

ANNEMARIE  
BORLIND  
NATURAL BEAUTY

**Stepan** 

 **Dow**

  
VENN

  
**BABOR**

  
Unilever

 **schwan cosmetics**

  
Gelyma

**WaterWipes**  
THE WORLD'S PUREST BABY WIPES

  
**Cargill**

  
**MERZ**

A R C A E A

**K18**  
BIOMIMETIC  
HAIRSCIENCE

 **eurowipes**  
ANJAC

AMOREPACIFIC

dsm-firmenich 

 **PHARCOS**  
ICHIMARU PHARCOS CELL

**Ceremonia**

  
**Kneipp**

**Debut** 

**indeed**  
LABORATORIES

  
DELAVIE SCIENCES

  
**SKOUT'S  
HONOR**  
1984-2014

**ZOTOS**  
PROFESSIONAL

  
LG Household & Health Care



**finetoday**

**WELEDA**  
Seit 1921

NUTRAFOL

  
MIYOSHI  
EUROPE

 **Lipoid**  
Kosmetik



 **ROQUETTE**

the  
**root**  
ist



## Would You Like to Have Your Product Tested, Too?

### Which products can you test?

According to MyMicrobiome standards, all products that come into contact with adult or infant skin can be tested.

Some examples of the respective items include:

Cosmetic ingredients, creams, lotions, oils, serums, cleansers, gels, shampoos, nasal sprays, 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 4-6 weeks.





# You Would Like to Have Your Product Tested, Too?

## Who performs the test?

The tests are performed by independent and certified laboratories in Germany and Switzerland.

## 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 formulation of the product is not changed.



## Other Microbiome Solutions



### Microbiome Consulting

Our research and development company, MyMicrobiome GmbH, assists you with various concerns, including:

- Formulation of microbiome-friendly products
- Claims / advertising statements related to microbiome-friendliness
- Individual microbiome-specific topics
- Scientific publications
- Customized product developments



### 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



### MINCI-Check

We assist you in the formulation process by providing non-binding recommendations.

- AI based INCI assessment
- MINCI scans your products for microbiome-disrupting ingredient combinations
- Customized recommendations
- Reduces financial risk
- Ideal for product development

## Contact Details

Certification

**MyMicrobiome AG**

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Schloss Hauptwil 1  
CH-9213 Hauptwil

Switzerland

Tel.: +41 71 422 25 25

Mail: [info@microbiome-friendly.com](mailto:info@microbiome-friendly.com)

Web: [microbiome-friendly.com](http://microbiome-friendly.com)

Research & Development

**MyMicrobiome GmbH**

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Nürnberger Str. 108e  
96050 Bamberg

Germany

Tel.: +49 951 5090 30 00

Mail: [info@microbiome-friendly.com](mailto:info@microbiome-friendly.com)

Web: [microbiome-friendly.com](http://microbiome-friendly.com)



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

**Dr. Kristin Neumann**

Co-Founder and Microbiologist





# The microbiome company

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