

Trends in Brazilian Testing 2024

in-cosmetics[®]
latin america

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Medical Director

ProSkin Cosmetic Research



Dr. Leila Bloch

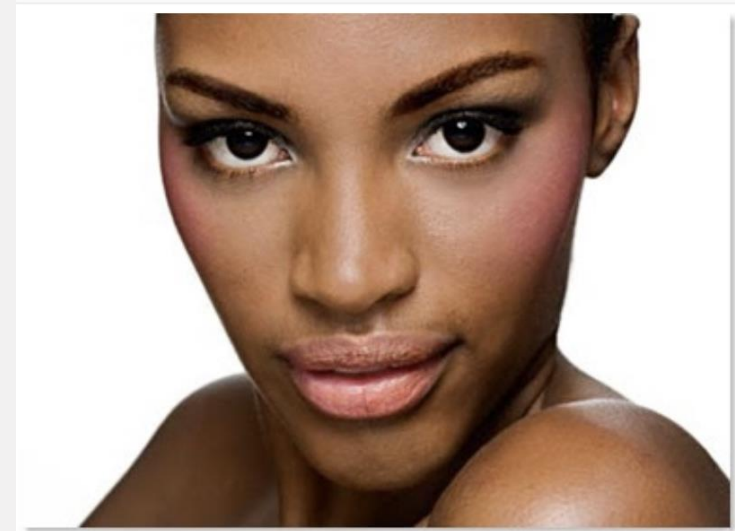
Medical Director - ProSkin

- ♦ Graduated at Sao Paulo University (1997-2002);
- ♦ Residency in Dermatology (2003-2006);
- ♦ Ph.D(2019);
- ♦ Member of SBD, SBCD, ABCRC, AHRS and ISHRS;
- ♦ International internships at Switzerland, Spain and the USA;
- ♦ 20 published articles;
- ♦ 15 years working at testing labs.



Introduction

- ♦ In the cosmetics industry, clinical studies are crucial to ensure the safety;
- ♦ Unique characteristics of Brazilian skin and hair types;
- ♦ Living Lab: all hair types.



I



II



III



IV



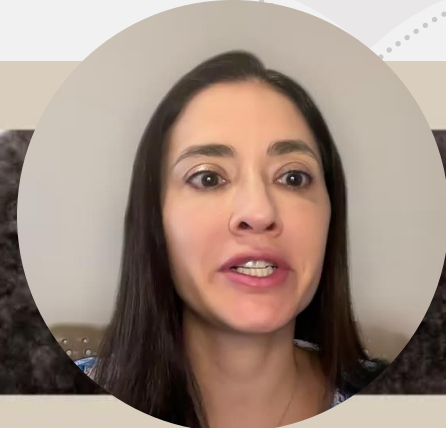
V



VI

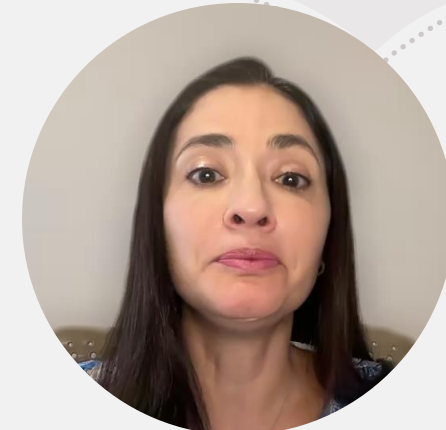


VII



Dermocosmetics: increased consumption after COVID pandemic

- ♦ Increasingly important among consumers and, as a result, greater purchasing intentions;
- ♦ On average, Brazilians spend more than 10% of their purchasing power on hygiene and beauty products



Heat waves 2023

- Brazil: tropical country
- Modified routine and increased consumption of products;
- More showers per day(2-3);
- More soaps, shampoos and deodorants



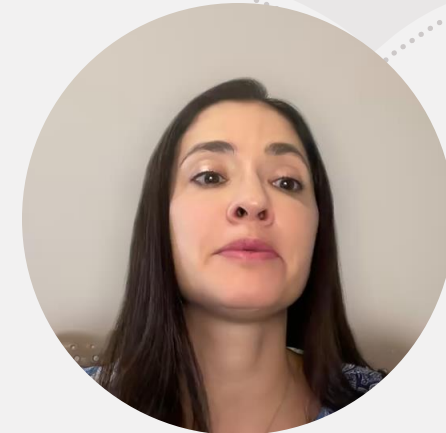
Testing ProSkin solutions for soaps and deodorants

- ◆ Sniff Test;
- ◆ Soap Chamber;
- ◆ Antiperspirant Test;
- ◆ Proof of effectiveness.



Brazilian Hair Market

- ♦ Brazilian women use around 7 products in their daily routine;
- ♦ Promising hair cosmetics market.

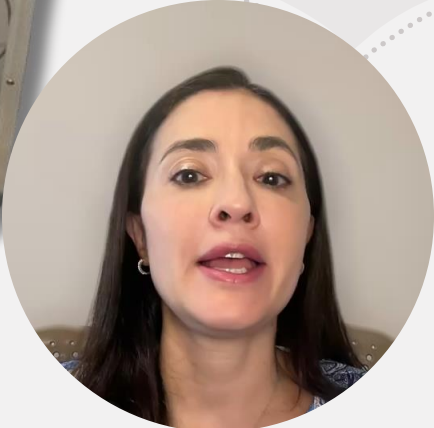
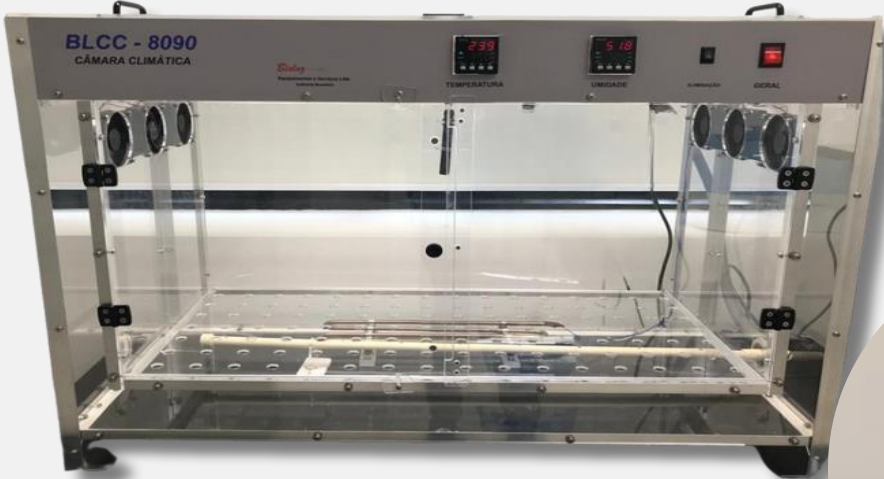


Hair Tests

COMBING EQUIPMENT



TEMPERATURE AND HUMIDITY CHAMBER



Hair Claims

Hair and beard
growth;

Hair loss due to
breakage;

Oil reduction and
control; Anti-
dandruff and anti-
hair loss effect;

Combability

Shine assessment;

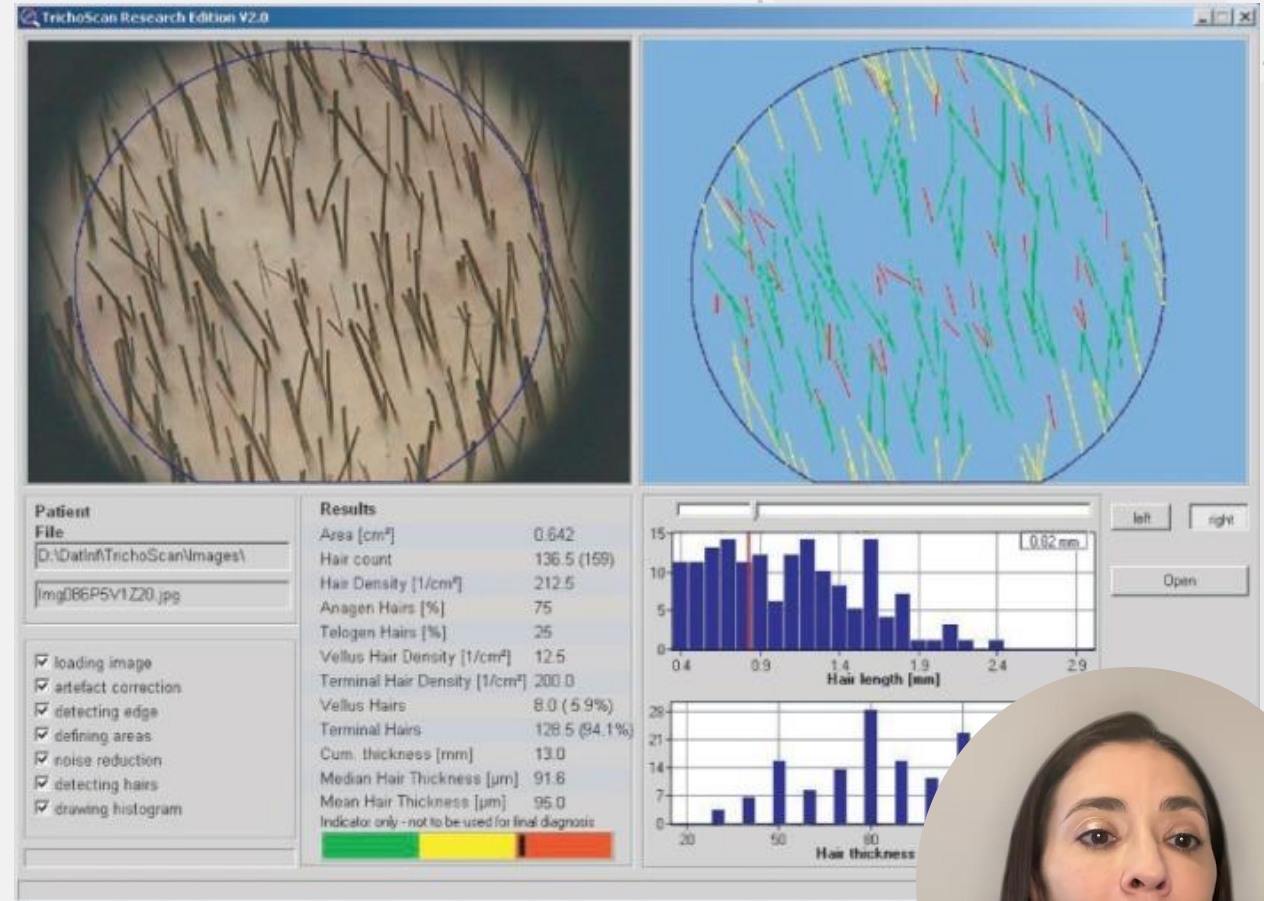
Anti-frizz;

Curl
Maintenance;



Hair Claims

- Trichoscan Software
- Hair Growth
- Anti-hair loss
- Nutraceuticals



SALOON TEST

- Performance test
- Trained hairdressers
- Sensory evaluation of hair products

Services



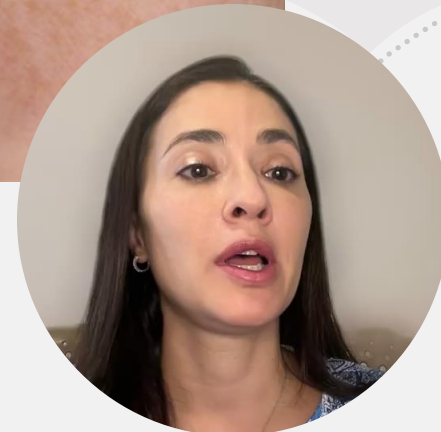
Make-up

- After the pandemic, consumers resumed using cosmetic products;
- Return to pre-pandemic lifestyle and outbreak of the outbreak;
- The makeup sector returns with strength and full growth in the cosmetics market;
- 141% growth



Make- up Tests

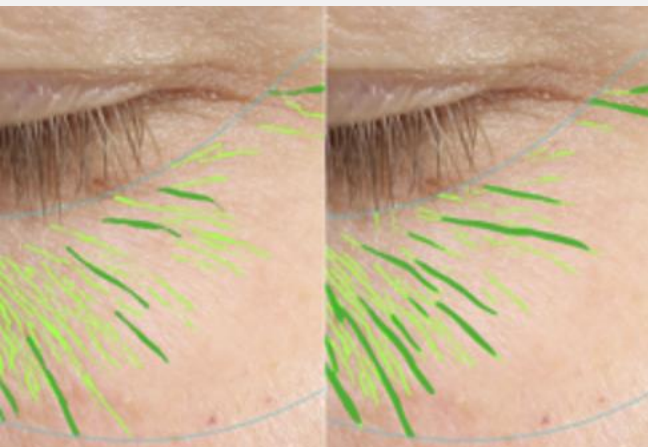
- Eyelash curl;
- Make - up durability;
- Transfer test;
- Hydration;
- Oil control;
- Eyelash extension
- Eyelash volum



3D imaging



- Evaluation of skin aging;
- Evaluation of wrinkles, texture
- General appearance of the skin
- Skin blemishes;
- Quantification of inflammatory skin lesions



➤ *Image analysis is an extremely important tool for effectiveness of cosmetic products, with objective, quantitative and qualitative results.*



Oily skin



Products for oily skin;



Products with a dry touch, anti-oiliness;



Mattifying;



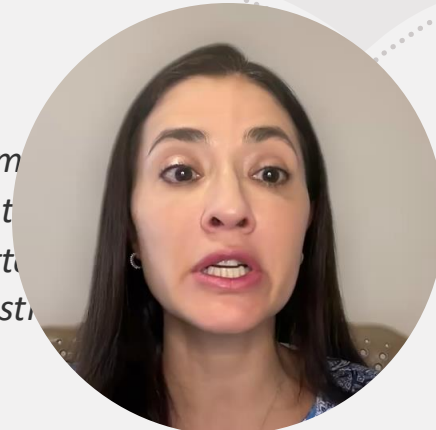
Studies for controlling and reducing oiliness in oily skin



Clean Skin effect



➤ *Sebumeter: which measures the oiliness present on the skin, using a cassette of translucent plastic strips pressed against the skin*



Sun Protectors



Products with associated effects



UV transmittance analyzer;



FPUVA in vi



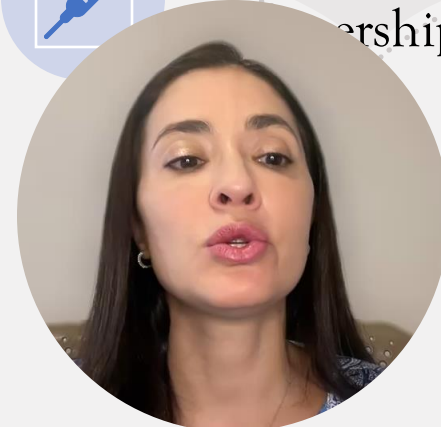
Critical wavelength;



SPF in vitro



In vivo
ership



Body on Top

- Body is the new face
- Cellulitis
- Reduction of anthropometric measurements;
- Adipometry tests
- 3D image analysis.



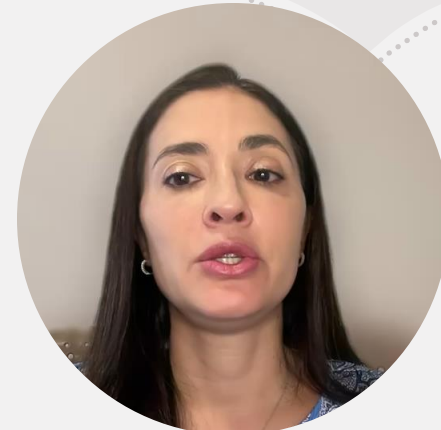
Dermatology office

- Proskin Lab is integrated with a Dermatology Office;
- Operating room



Dermatological/Aesthetic treatments

- Post Peeling;
- Post Laser;
- Post Procedure;
- Medical team: 6 dermatologists



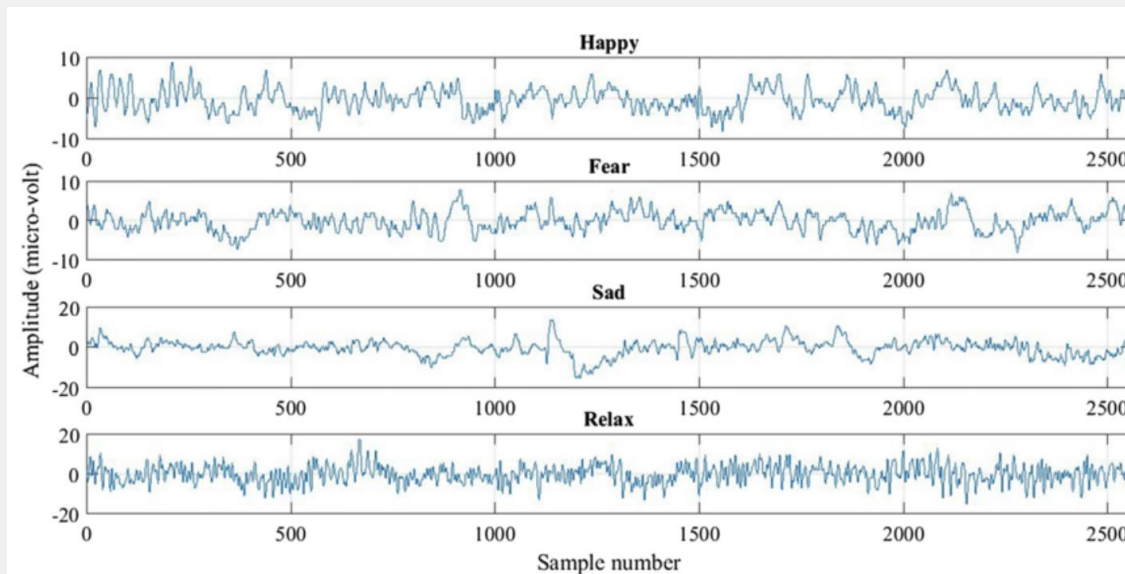
Histopathological analysis

- Skin biopsy
- We can hair follicles
- HE
- Elastin, Collagen measures

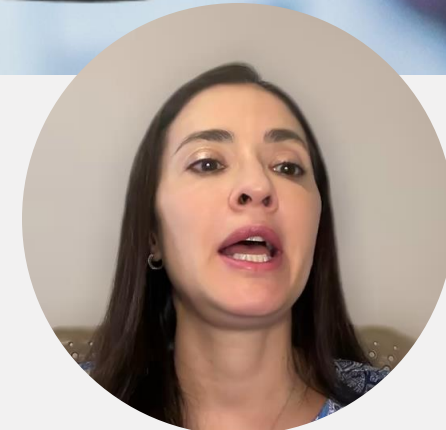


Emotions/Electroencephalogram

- ◆ Neuroscience;
- ◆ Behavioral studies;
- ◆ Emotions caused by the use of cosmetic/fragrance products;
- ◆ Well-being.

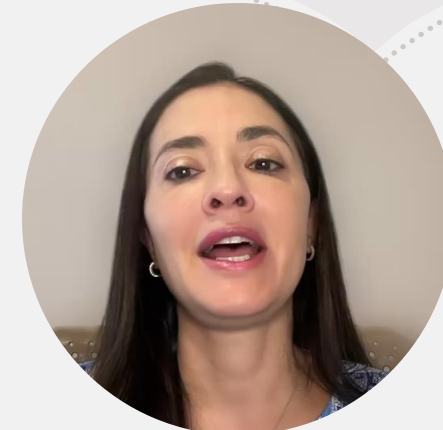


EEG signals of happy, fear, sad, and relax emotions EEG signals



CLAIMS SUPPORT

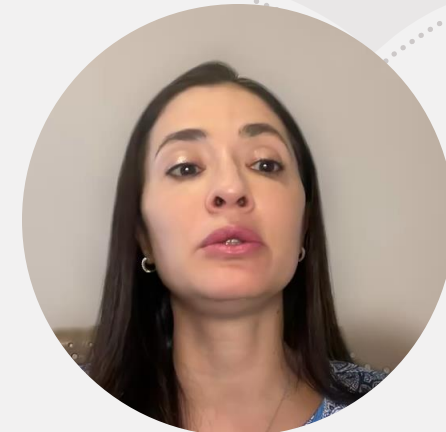
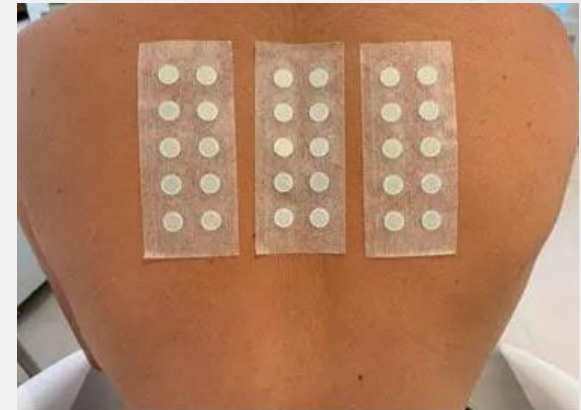
- ♦ Dermatologically tested;
- ♦ Clinically tested;
- ♦ Hypoallergenic;
- ♦ Non-comedogenic;
- ♦ Non-acnegenic;
- ♦ Ophthalmologically tested;
- ♦ Gynecologically tested;
- ♦ Pediatrically tested;
- ♦ Dentist approved.



Safety tests



- Skin compatibility;
- Primary irritability;
- Cumulative irritability;
- Dermal sensitization;
- Comedogenicity and Acnegenicity



Team

- We offer 360ºdegrees solutions;
- Bank of Volunteers: 2.000
- Detailed studies
- Ethics Comitee
- Competitive
- Multidisciplinary team



Thank you for your attention

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