

# ZOOM#31



TESTING  
INSIGHTS  
FROM  
SKINOBS

CLINICAL  
THE RISE OF  
WELL-AGEING

PRECLINICAL  
FOCUS ON  
METAGENOMICS

DEEP DIVE INTO THE  
*Anti-Ageing*  
*Claim*



# THE GLOBAL TESTING SOURCING HUB FOR BEAUTY

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# EDITO

In this 31st ZOOM edition, Skinobs is thrilled to bring you a summary of the in-vitro assays and in-vivo studies to substantiate the anti-ageing claim, and to share our partners latest news.

Since the 1990s, testing services dedicated to the beauty market have been at the forefront of product development, starting from the very inception of R&D projects, through formulation, regulatory affairs, and ultimately, scientific communication regarding the safety and performance of active ingredients or finished products. A multitude of factors drive the evolution of the testing field, including technological advancements, consumer trends, regulation, and environmental considerations

The cosmetics industry is shifting from anti-ageing narratives to a more positive «pro-ageing» approach, where the emphasis is on **health and vitality** rather than youth. Consumers now seek beauty products that promote overall well-being, renewal, and glow. Brands are adopting language that focuses on regeneration, tonicity, and radiance, moving away from the battle against ageing. Skincare is becoming a «pro-longevity» experience, offering **emotional and sensory benefits**, while ensuring a real efficiency on skin ageing. The other benefit is to enhance quality of life and support the natural ageing process.

The anti-ageing cosmetics market was expected to grow at a rate of 5.7% between 2019 and 2024, reaching **US\$50.5 billion by 2024**. With growing demand due to the increased focus on appearance, and simultaneously combined with the increase in the ageing population, exceeding 1.5 billion people over the age of 65 according to the World Health Organization in 2050, is a key factor in this anticipated growth, significantly influencing the market in the coming years.



Happy reading!  
Anne Charpentier, CEO

## Our partners for the ZOOM#31



# Skin ageing claims

## Multiple opportunities of scientific on human assessments



Today, most consumers are more in the mood for a well ageing, slow ageing or pro ageing approach...A new vocabulary of renewal, regeneration, and longevity now dominates the language of the anti-ageing claims.

Beauty is becoming more integrative, it will globalize well-being, the silhouette, the sleep quality, or the lifestyle... resulting in a different look expecting new codes and expressions. In this quest for mindful beauty radiance, what women expect from skin care is emotional pleasure, sensoriality. It is all about supporting the ageing process rather than fighting the signs of ageing.

### THE EXPOSOME AND AGEING MECHANISMS

The factors influencing skin ageing are now widely understood, focusing on two main categories: **intrinsic and extrinsic factors**. The 20th century delineated these as exposomes -external elements like sun exposure, pollution, diet, and lifestyle- and the biological clock, governed by our genome. For the elderly, typical signs of ageing include **skin thinning, dryness, and various skin irregularities**, which manifest differently based on phototype, light skin tends to thin, while dark skin thickens. UV rays, particularly UVB and UVA, cause significant dermal damage, largely through oxidative stress induced by environmental conditions.

**Pro-age treatments** aim to enhance blood circulation, stimulate collagen production, and redefine contours for a firmer appearance. They employ moisturizing ingredients for immediate and long-term effects, bolstering skin elasticity and gently exfoliating dead cells. Some ingredients act as lymphatic

STUDIES EFFECT	METHODS AND DEVICES
Biomechanical properties	Cutometer, Cutiscan (C+K), Dynaskin and SkinFlex (Orion), Ballistometer
Wrinkles and relief	AEVA-HE, Dermatop-HE (Eotech), ColorFace (Newtone technologies), Clarity 3D, PrimosLite-Primos 3D, Visioscan VC 98 (C+K), Antera 3D (Miravex), C-Cube (Pixience)
Face morphology and Volume	ColorFace (Newtone), AEVA-HE, Dermatop-HE (Eotech), Vectra, Olé, Primos, Observ 320, HeadScan (Orion)
Hydration	Corneometer and MoistureMap (C+K), Epsilon (Biox), DPM 9003, Moisturemeter SC, Dermalab (Cortex), Skincon-200...
Barrier function	Tewameter TM 300 and Nano (C+K), Aquaflux (Biox), Evaporimeter, Vapometer, Dermalab (Cortex)...
Age-spots	Mexameter MX 18, Colorimeter (C+K), SkinColorCatc, TiVi 70 Skin Colour (Wheelsbridge), C-Cube (Pixience), Chromameter, SpectraCam (Newtone)
Skin surface	SpectraCam (Newtone), Epsilon (Biox), Dermatop-HE (Eotech), Visia-CR (Canfield), Visioface and Visioscan (C+K), SiaScope, ViewSkin, C-Cube (Pixience), Antera 3D (Miravex), TiVi80 (Wheelsbridge), Clarity 3D Mini, Neo Voir II, SIAScope, and all videomicroscopes...
Skin structure	Dubskin-scanner, Dermatop-HE (Eotech), LC-OCT (Damae), Antera 3D (Miravex), Sonde Raman, Vivascope, Vivosight (Michelson), TiVi80 (Wheelsbridge), Dermalab (Cortex)
Skin Molecular Content	LC-OCT (Damae), Sonde Raman, FibroTX (Eotech), Raman spectroscopy gen2-SCA, Genomic, metabolomic, proteomic analysis
Global Aspect	Visual and tactile objectivation with Scoring by technician experts and dermatologists using specific scales and photos, Sensory analysis by trained panels or naive subjects, Emotions evaluation by I.A., Consumer testing

drainers, reshaping cheekbones and providing definition.

These changes affect the **skin physiology** in its several aspects and layers, particularly impacting the epidermis-dermis-hypodermis exchanges within the skin. The increasingly intricate nature of modern lifestyles has shifted how anti-ageing treatments are globally employed. The industry is proactively integrating cutting-edge technologies like **genomics, AI, and the Internet of Things** to develop, produce, and market these targeted skincare solutions, meeting regulatory demands and aligning with **consumer needs**.



## THE STUDIES OF SKIN AGE PERCEPTION

Anti-ageing products represent one of the most advanced and specialized segments in cosmetics, offering a broad range of benefits that vary by region. These treatments are designed to target multiple mechanisms, including skin relief, collagen production, cellular communication, and the dermo-epidermal junction. They focus on specific areas like **crow's feet, forehead wrinkles, and facial contours**, while also working at different skin levels—from the epidermis to the deeper dermal layers. Interacting with cells such as **keratinocytes and fibroblasts**, these products aim to improve skin's overall appearance, texture, and elasticity.

Beyond addressing visible signs of ageing, such as wrinkles and sagging, these products increasingly promise to enhance **emotional well-being and sensory experiences**. The signs of ageing are influenced by ethnicity; for example, Asian consumers are more concerned with pigmentation and skin tone, while Caucasians often prioritize wrinkle reduction around the eyes and forehead. Anti-ageing claims typically cover improvements in firmness, radiance, volume, and cellular renewal, as well as reducing the appearance of age spots and sagging skin.

Recent research also highlights the complex relationship between skin and brain, where psychological factors like stress and emotions influence skin health. This skin-brain connection plays a key role in modulating immune responses and skin conditions, further emphasizing the holistic approach that **modern anti-ageing products** take, aiming not only for physical improvements but also for emotional and mental well-being.

## THE VARIOUS WAYS TO OBJECTIVATE ANTI-AGEING CLAIMS

Cosmetic brands have a valuable opportunity to substantiate pro-ageing effects through rigorous biometrological and scientific measures. Conducting efficacy studies aligns with regulations in different global regions, with European cosmetics adhering to common **Product Information File (PI.F)** guidelines. To support product claims, adherence to six common criteria is essential (Legal compliance, Truthfulness, Evidential support, Honesty and Security, Fairness and equity, Informed decision making), although specific norms exist for sensory analysis and sun protection index (cf. ISO). Evaluating product properties involves a sensory, sometimes **neurosensory, and holistic approach**. The impact on quality of life, sensations, and feelings is measured, with investigators selecting tests from five main categories: **consumer tests, sensory or emotional analysis, biometrological studies, and clinical scores**.

Protocol designs often combine two or three categories to assess a product comprehensively. Various devices facilitating **quantitative, semi-quantitative, or imaging assessments** are available for different skincare targets, offering multiple validation methods for product performance. Researchers design multi-parametric protocols based on specific skin effects being studied. Regardless of study scale, biometrological techniques prioritize precise data acquisition, optimal repositioning, high resolution, quick capture time, and automated rotation systems for accuracy. It's crucial for investigators to collaborate closely with CROs to meticulously design protocols, define inclusion **criteria, establish measurement timelines, treatment conditions, and select optimal devices**. Investing time in briefing these essential elements is never wasted; it ensures the integrity and reliability of the study outcomes.

## EVALUATION OF ANTI-AGEING PERCEPTIONS

The perception of anti-ageing in beauty has shifted from focusing on chronological age to a more subjective **«feeling of age»**. Consumers and brands now prioritize well-being over rejuvenation. Since



the 2010s, advancements in neuroscience have enabled the scientific evaluation of emotional and physiological responses to cosmetics. **Six core emotions—pleasure, sadness, fear, disgust, surprise, and anger**—are central to these studies, which use methods like facial expression analysis, EEG, and self-assessment. By integrating these tools, brands enhance product development and marketing, aiming to better meet consumer needs through a deeper understanding of emotional responses.

**In conclusion, the concept of anti-ageing in the beauty industry has evolved from merely reversing signs of ageing to embracing a more holistic, well-being-focused approach. Brands are now emphasizing support for the ageing process through products that enhance skin health, emotional satisfaction, and sensory experiences. By integrating cutting-edge technologies and understanding emotional responses, the industry is redefining beauty to prioritize overall quality of life and self-care, rather than simply aiming to turn back the clock.**

# CLINICAL EVALUATION

## Age embrace. Well-ageing is the new anti-ageing

MERIEUX - [www.merieuxnutrisciences.com](http://www.merieuxnutrisciences.com)



In recent years, there has been a new perspective on aging, not as an enemy to combat but as an experience to embrace fully through wellness and self-care. Cosmetics are leading this new lifestyle, offering various products for healthy, glowing skin at any age. To ensure these products' efficacy, advanced testing technologies and strategies are essential:

### Protect the skin

- Hydration properties: *In vitro* aquaporin's analysis and *in vivo* Corneometer/Moistumeter
- Antioxidant action: ROS analysis

- Solar protection: SPF and UVA Protection Factor

### Enhance luminosity

- Skin boosting and skin awakening: Dull and even skin tone complexion, skin colour, brightness, eye bags, dark circles

### Improve appearance

- Skin laxity: Collagen and elastin production assessment
- Reinforcing barrier functions: TEWL
- Wrinkles and fine lines: roughness and texture evaluation (3D Skin Scanner)

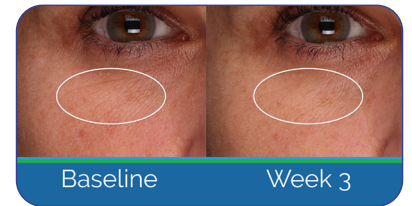
### Increase tone

- Evaluation of skin viscoelasticity properties: firmness and laxity
- Re-densifying evaluation with skin ultrasound imaging analysis

## Validate your anti-aging claims

VALIDATED CLAIM SUPPORT - [www.valiatedcs.com](http://www.valiatedcs.com)

VCS will give your customers a reason to believe by running a full clinical study with the best before and after images in the industry. We can help substantiate your claims, including: clinically tested - reduces the appearance of fine lines or wrinkles - reduces the appearance of crow's feet - improved firmness/elasticity - improved texture/smoothness - increased barrier function - strengthens the skin's natural barrier - helps support collagen benefits - skin appears plumper - instantly moisturizes - hydrating/moisturizing - X% of subjects said that their fine lines decreased - X% of subjects said that their fine lines and wrinkles improved - X% of subjects said that their skin felt hydrated - X% of subjects said that their skin appeared firmer - X% of subjects said that their skin felt firmer - X% of subjects said that their skin appeared smoother - X% of subjects said that their skin texture improved - X% of subjects said that they appeared younger.



## Clean Skin: Innovation in facial cleansing efficacy

ZURKO RESEARCH - [www.zurkoresearch.com](http://www.zurkoresearch.com)

Sun protection is crucial, but so is effective cleansing to remove sunscreen and other residues at the end of the day. At Zurko, we've developed a new study, Clean Skin, designed to evaluate the effectiveness of cleansing products in removing sunscreen. Using UV light, we can observe product residue on the skin, allowing us to assess its removal. The study is especially useful for brands offering sunscreens and cleansers, providing high-resolution images and statistical data. This ensures scientific credibility and supports cleansing efficacy claims, making it an important step in skincare routines.



## Find the right methods to design your anti-ageing protocols on [skinobs.com](http://skinobs.com)

140

Testing Methods

182

Providers

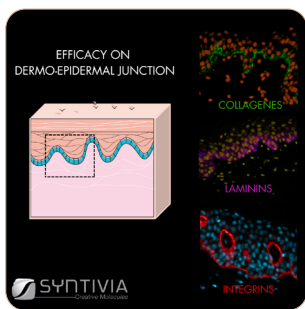
44

Study parameters



# PRECLINICAL ASSESSEMENT

## Preserving youth : prove your efficacy on dermo-epidermal junction



SYNTIVIA - [www.syntivia.fr](http://www.syntivia.fr)

The dermo-epidermal junction (DEJ) is a vital structure connecting the epidermis and dermis, ensuring skin integrity and facilitating nutrient exchange, oxygen, and signaling molecules between these two layers. As skin ages, the DEJ flattens and weakens, leading to wrinkles, reduced elasticity, and slower repair processes due to the breakdown of proteins like collagen and laminins. Maintaining the DEJ is key to youthful skin and can be supported through skincare ingredients. Through the development of ex vivo normal or JDE-altered human skin models, the Syntivia team assesses the protective and restorative effects of the ingredients.

## PHYLOGENE : How to study the effects of aging with metaproteomics

PHYLOGENE - [www.phylogene.com](http://www.phylogene.com)

It is now well known that microorganisms present at the skin surface are in perfect symbiosis with the skin. We can even say now that skin is made of a human and a microbial part, this is the concept of the holobiont. Anyway microbes are the first range of protection against external aggression causing skin aging. Metaproteomics being able to reach in an untargeted way both human and microbial proteins together coupled with bioinformatics and AI data processing allows to precisely understand what are the mechanisms involved in aging, by comparison of young and aged skins and in protection by a powerful ingredient.



## IEC Group : Multi-modal in vivo evaluation of anti-aging effects

IEC - [www.iecfrance.com](http://www.iecfrance.com)

With its 9 centers in Europe (France, Bulgaria), South Africa and Asia (Japan, Singapore, Korea and China), IEC offers expertise of mono and multicenter studies with adapted modalities to highlight product performances on aging in relation to skin tone specificities and regulatory requirements of each country: - Instrumental approach to analyze the visual skin features with direct Fringe Projection (Dermatop Eotech), silicone replica, 3D analyzes of facial wrinkles and ptosis (AEVA-HE Eotech) or with C-Cube (Pixience), Spectrocolorimeter (Minolta), SIAscope (MedX), Colorface (Newtone) for pigmentation homogeneity - Bioengineering assessment of mechanisms of action on skin firmness with Cutometer (C&K), Dynaskin (Orion/Eotech), SkinFlex (Orion TechnoLab) or on density and entropy of the dermis with a 25 MHz ultrasound device (Dermcup, Atys Medical) - Clinical approach using Skin (photo)Aging Atlas (Bazin, Flament) and other scoring systems for skin radiance and firmness - Perceived effects by trained assessors or naive subjects, with 9 EIZO ColorEdge 27" LCD Monitors for grading photos under completely standardized conditions.



## Clinical evaluation of an injectable medical device for skin

CIDP - [www.cidp-cro.com](http://www.cidp-cro.com)

Objective data on the reduction of fine lines and wrinkles, and improvements in skin properties such as hydration, trans-epidermal water loss, elasticity, firmness, pore size, radiance, and skin tone are derived using instruments like the Cutometer, Elastimeter, Dermal Torque Meter, Tewameter, Corneometer, and Spectrocolorimeter. CIDP provides the latest technologies including 2D systems like Photobench Headscan V04, VISIA CR-5, ColorFace, and 3D systems like Antera, Primos, and Dermascan C, for cross-sectional images

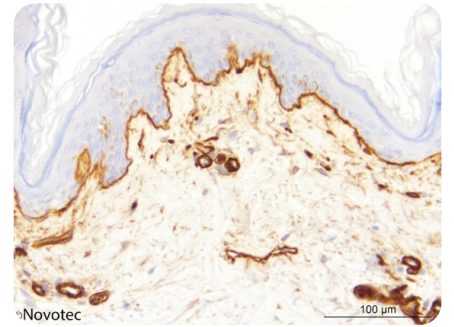
of the skin and determination of the thickness and structure of the collagen layer. CIDP also offers combined protocols with evaluations of biochemical markers (inflammation, oxidative stress, DNA damage). Trained to ISO 14155 standards, CIDP team also conducts studies on medical devices, including fillers, mesotherapy, and post-procedure products.

# 1st semester 2024

## Top claims in cosmetics\*

\*Top ranking from the search data of the Skinobs Platform

The Skinobs half-yearly audience report provides insights into the trends of claims in the cosmetic testing sector, based on the users search on the Skinobs platform, for both preclinical (in-silico, in-vitro, or ex-vivo...) and clinical (in-vivo) trials. For years now, testing services for Beauty have been influenced by many drivers, from technological advances such as optical innovations, A.I, biomarkers discovery to consumer expectations. Pre-clinical trials and clinical studies enable ingredients and cosmetics brands to communicate the performance of their products to their customers, giving the evaluation of product tolerance or efficacy a highly strategic position in the launch development process.



### PRECLINICAL ASSAYS

#### NEW CLAIMS EMERGING, FOCUSED ON WELL-AGEING

##### TOP 10 CLAIMS

- 1 Well-ageing
- 2 Regenerating
- 3 Firming
- 4 Barrier function
- 5 Lightening
- 6 Anti-inflammatory
- 7 Repairing
- 8 Anti-UVA
- 9 Anti-oxydant
- 10 Anti-wrinkles

The beauty industry's evolving market trends have led to significant advancements in preclinical evaluation methods, such as **in-silico, in-vitro, in-tubo, and ex-vivo assays**. These methods assess vital factors like safety, stability, and efficacy, supported by a deeper understanding of skin biology. Innovative platforms now utilize 3D skin constructs and organ-on-chip systems, incorporating elements like neurons and capillaries for more accurate testing conditions.

As of early 2024, new claims such as **“regenerating,” “firming,” and “repairing”** are gaining prominence, reflecting a shift toward a holistic approach known as «well-ageing.» This trend emphasizes maintaining skin health and **natural beauty, appealing to consumers seeking long-term care.**

There has been a diversification of testing types, with increases in advisory services, UV in-vitro testing, and physical analyses, while traditional efficacy tests have decreased by 17 percentage points. The rise in **advisory services** underscores the importance of expert guidance for compliance with safety and environmental standards. In-vitro UV testing is now critical for public health, governed by **ISO Good Standard Practice** to ensure consistent assessment globally.

Overall, the cosmetics industry is embracing a dynamic approach, balancing safety, scientifically proven efficacy, and alignment with holistic consumer demands, as it shifts towards informed, **long-term product development.**



## CLINICAL EVALUATION THE RISE OF «WELL-AGEING»

The clinical evaluation of cosmetic products is evolving, with **inclusivity** influencing testing practices across various skin types through multicentric studies. Consumers increasingly demand **ethical considerations and reduced human testing**. There is a significant rise in interest for the “ageing well” claim, increasing by 18 percentage points, indicating a shift toward a **holistic skincare** approach focused on overall well-being rather than just visible signs of ageing.

This demand is driving the development of new tests based on neuroscientific approaches, measuring **emotions through expressive, subjective, and physiological components**. Consequently, traditional claims like hydration are declining by 32 percentage points, making way for specific well-being claims such as firming, anti-

pollution, and antioxidant benefits.

Biometrological testing remains prevalent, accounting for 48% of all tests, although this is down from 55% in 2023. The balance between consultation (9%) and tolerance testing (8%) is improving. Additionally, oral care efficacy tests have risen by 4 points, reflecting growing consumer interest in dental health and holistic well-being.

This report highlights the shifting landscape of cosmetic testing, guiding brands to align their product development strategies with **emerging consumer preferences**.

Overall, these changes represent a paradigm shift in beauty science, emphasizing a holistic understanding of human biology, innovation, and inclusivity in the cosmetics industry.

## TOP 10 CLAIMS

- 1 Well-ageing
- 2 Moisturizing
- 3 Firming
- 4 Anti-pollution
- 5 Oxygenating
- 6 Anti-fatigue
- 7 Anti-hair loss
- 8 Antioxidant
- 9 Reduces hair brittleness
- 10 Gloss (hair)

# cosmetotest

Cosmetics Testing Symposium ●●●●●●

## International Congress on Preclinical & Clinical Evaluation

14-15 May 2025  
Lyon - France or Hybrid

DAY 1

**Session 1**  
Pigmentation  
Skin & Hair

**Session 2**  
Microbiome  
Skin & Scalp

DAY 2

**Session 1**  
Vascularisation

**Session 2**  
Exposome &  
pollution



# MEASUREMENT DEVICES

## XPolar: mastering collagen analysis for anti-aging efficacy

KAMAX - [www.kamax.com](http://www.kamax.com)

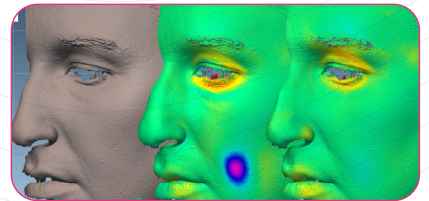


XPolar technology is highly relevant for assessing both the preventive and curative effectiveness of anti-aging treatments. It enables two key approaches: preserving the structural state of dermal collagen against various stresses (such as chemical, UV, and pollution) to validate protective claims, and improving collagen structure through treatment, supporting claims related to anti-aging and anti-wrinkle effects. The XPolar offers visually impactful and marketing-friendly qualitative images along with quantitative measurements. The K-index aggregates parameters indicating collagen quality (native or altered fibers) and collagen network density (presence or absence of fibers). This versatile method applies to formulation screening, dose-response effects, and more, in collaboration with CROs or labs on skin or explant models.

## Evaluating skin firmness with non-contact and reproducible method

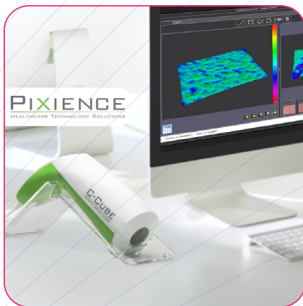
EOTECH - [www.eotech.fr](http://www.eotech.fr)

During the ageing process, not only the relief of the skin is affected but also its firmness decreases naturally. In order to assess precisely its evolution, EOTECH is offering a contactless and repositionable firmness measurement device. Integrated to EOTECH well-known VisioTOP and VisioHOP positioning benches, the DynaSKIN 2 consists in a bilateral bowing system. It allows to measure several dimensional parameters of the cheek, before, during and immediately after a deformation generated by a calibrated air blow.



## Evaluating anti-ageing effects with C-Cube 3

PIXIENCE - [www.pixience.com](http://www.pixience.com)



C-Cube 3 is a high-precision imager for assessing anti-ageing effects. Compared with macro devices, its micro-dermatoscopic imaging offers a much finer and precise analysis of skin structures. Using advanced 3D technologies, it measures parameters like wrinkle depth (Sv), roughness (Sa, Sq) and skin relief distribution (Sku), with an accuracy that macro systems can't achieve. These analyses objectively quantify improvements in skin texture, firmness and signs of ageing. Furthermore, C-Cube's ability to provide detailed measurements on hard-to-reach areas, and operate without specific lighting conditions, makes it a flexible tool for clinical research. Data obtained is essential for scientifically validating anti-ageing claims in rigorous, standardised protocols.

## Antera 3D for anti-aging claim substantiation

MIRAVEX - [www.miravex.com](http://www.miravex.com)

The Antera 3D CS is a research-grade camera & software that will support your anti-aging claims. Anti-Aging involves a wide range of claims that are designed to make consumers look and feel younger and more vibrant. To support anti-aging claims, a product should result in the improvement of several aspects of the skin including wrinkles, skin toning and evenness, age spot and hyperpigmentation reduction, skin firmness, pore size reduction, moisturization, skin smoothness, etc. Thanks to its versatility, the Antera 3D can help you substantiating many anti-ageing claims related to wrinkles and pores reduction, brown spots reduction, even tone and improvement in skin texture.



# TESTING LABS NEWS

## Weneos introduces advance HDRS testing service for 2025

WENEOS - [www.weneos.com](http://www.weneos.com)

We are pleased to announce that, starting in January 2025, we will launch our new service dedicated to evaluating cosmetic products' sun protection using the HDRS (Hybrid Diffuse Reflectance Spectroscopy) method, in accordance with ISO/DIS 23698. HDRS is a new method that enables clinical tests to be carried out to assess SPF, UVAPF and Critical Wave Length (CWL) while eliminating erythematous and/or pigmented skin reactions, representing a major ethical advance in sun protection testing. This innovative method solution guarantees precise and reproducible results and allows you to validate the UV performance of your sunscreen products with great efficiency.



## Accelerate sustainable cosmetic development with Microfactory's cutting-edge tech

MICROFACTORY - [www.microfactory.eu](http://www.microfactory.eu)

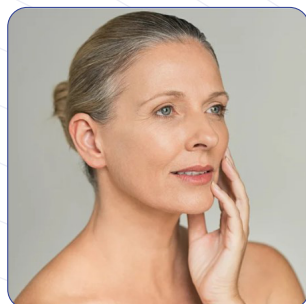
Microfactory's Smart-Pore™, U-Skin™, and T-Skin™ technologies offer rapid and precise efficacy screening through advanced skin-mimicking systems. As regulations tighten, particularly with restrictions on D5 and D6, these solutions empower brands and ingredient suppliers to develop sustainable formulas quickly without compromising performance. By accurately simulating sebum production, sweat, and water loss in human skin, Microfactory enables swift, volunteer-free testing, significantly reducing both costs and time needed for in vivo studies. With over 20 years of expertise in microfluidics, Microfactory allows brands to innovate with safer, eco-friendly ingredients while ensuring regulatory compliance. Our technologies also position us to anticipate the future of cosmetics, addressing the impact of global warming on skin physiology.



## Age and skin sensitivity

SYRES - [www.syres.com](http://www.syres.com)

In our panel, 48% of women over 50 report having sensitive facial skin, 8% more than women aged 30 to 40. Among those with normal to very dry skin, 56% experience significant sensitivity. The most frequently mentioned signs of discomfort are tightness (88.1%), redness (68.4%), and a sensation of heat (54.1%).



These symptoms indicate that skin becomes more fragile with age, making appropriate skincare essential to maintain its comfort and health.

Over time, protecting the skin from external aggressions becomes increasingly important to preserve its integrity and well-being.

## Imasens innovation area

IMASENS - [www.imasens.fr](http://www.imasens.fr)

Imasens launches its innovation center, for cosmetics companies looking for innovative and complementary approaches! How does it work? Imasens Innovation Area combines different approaches to the evaluation of skin, make-up, hair care and wear results:

product evaluation by experts (trained panellists, estheticians/hairdressers), innovative image analysis and self-assessment to objectivize consumer perception of product claims. What's its purpose? IMASENS Innovation Area enables customers to combine 3 approaches thereby optimizing the evaluation of product claims, increasing the reliability of results between tools and reducing product evaluation costs. Don't wait any longer, this innovation is made for you!





## CONTACT US

contact@skinobs.com  
www.skinobs.com  
Aix-les-Bains - France



Everything becomes possible, so easily

## Next events

  
**in-cosmetics Asia**  
5-7 November 2024

  
**Cosmet'Agora**  
14-15 January 2025

  
**HPCI India Show**  
18-19 February 2025

## Skinobs in the press

**Industries Cosmétiques** - What preclinical and clinical claims will cosmetics be making in the first half of 2024? - 09/2024

**Cosmetics Business** - K-Beauty - New Challenges around claims & substantiation - 08/2024

**Chemiaibiznes Poland** - Pigmentation evaluation at the core of the inclusivity in the skincare new concepts - 08/2024

**Global Cosmetic Industry** - Skinobs'V2.0 Simplifies and Accelerates Preclinical and Clinical Beauty Testing - 04/2024