ZOOM#32

skinobs

CLINICAL STUDIES
Neurosensory approaches

BEAUTY TESTING TRENDS
Europe
India
Korea

PRECLINICAL ASSAYS
Focus on neurons

DEEP DIVE INTO THE *Neurosensory claims*

cosmetotest

Cosmetics Testing Symposium

International Symposium

Preclinical & Clinical Testing

14-15 MAY 2025
ENS LYON
HYBRID

PIGMENTATION
Skin & Hair

MICROBIOME
Skin & Scalp

VASCULARIZATION
Skin & Scalp

EXPOSOME & POLLUTION
Skin, Scalp & Hair

Cosmetin Lyon

skinobs

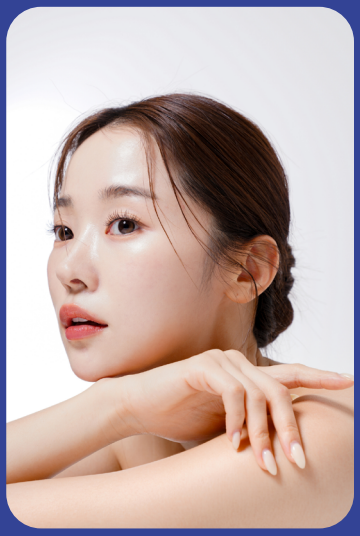
EDITO

Dear readers,

Welcome in this 32nd edition of the ZOOM, your go-to resource dedicated to preclinical assays and clinical evaluation in cosmetics.

As the step into a new year, we are proud to see Skinobs take an increasingly central role in the field of cosmetics evaluation. 2024 marked a pivotal moment for the platform: a **comprehensive new version** aimed at providing an even more **intuitive user experience**, complete with new features such as an **internal messaging system** and project-based management.

Our growth was not only digital, but also geographical. In 2024, we connected with key players in the evaluation sector, testing laboratories, and measurement devices manufacturers across **Asia, NorthW America, South America and Europe.** These meetings took place during scientific congresses such as ISBS, major trade shows like the unmissable in-cosmetics Global, and **laboratory visits around the globe**.



For Skinobs, these exchanges are essential to share reliable and robust information on our platform and offering a comprehensive overview of CRO's worldwide. Thanks to these visits, we can assess the expertise, technology level, and unique qualities of each laboratory.

What has driven us since the beginning of 2024 is sharing each **local beauty trends** with you through **thematic webinars**, as we face an exciting challenge: how to meet the diverse needs, regulations, and sensitivities of each market ; expectations for cosmetic products vary significantly depending on sociocultural contexts and local habits...and so do testing requirements. In 2025, events such as **Cosmet'Agora in Paris, HPCI India in Mumbai, in-cosmetics Global in Amsterdam, Cosmetotest in Lyon and in-cosmetics Korea...** provide ideal opportunities for dialogue.

"While our vision has always been international, we understand that each market has its own challenges and opportunities, from regulatory differences to unique consumer expectations," said Anne Charpentier, founder and CEO of Skinobs. "By listening to local testing needs and adapting our approach, we help cosmetics brands and researchers find accurate testing solutions". In this ZOOM#32, we focus on **sensory evaluation**, a cornerstone of the cosmetics industry, and we are thrilled to share the latest **news from our partners**.

Happy reading!

Anne Charpentier
CEO & founder of Skinobs

Ilona Salomon
Communication manager

Our partners for the ZOOM#32

WHAT'S INSIDE

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HOW NEUROSENSORY APPROACHES CAN HELP TO EVALUATE COSMETICS?

Cosmetics have long been recognized for their positive impact on well-being, influencing **both psychological and emotional states.** Their use in beauty routines fosters self-confidence and self-esteem, offering individuals a sense of control over their appearance. Additionally, personal care products serve as tools for relaxation, providing a sense of calm and serenity. This experience is particularly important in spa settings, where cosmetics treatments and massages help consumers achieve a **better balance between body and mind.**

The increasing use of a **holistic approach** to cosmetics reflects the growing consumer demand for products that consider the **links between the body, mind, and environment.** Holism emphasizes that **all parts of a system are interdependent,** suggesting that beauty should not be viewed as a collection of isolated experiences but as a comprehensive, integrated process. This philosophy resonates with consumers who seek cleaner, more natural beauty solutions, aligned with their values of social responsibility, such as sustainability, ethical sourcing, and respect for both human and environmental welfare, influencing the entire cosmetics supply chain, from ingredient sourcing to manufacturing and usage.

The skin, often referred to as the «second brain,» is **intricately linked to emotional and psychological states.** It is sensitive to both internal and external stimuli, including stress, anxiety, and environmental aggressions. This organ reflects emotional states through physical manifestations such as blushing and sweating, highlighting its role as a **direct communicator between the psyche and the external world.**

Neuroscience harnesses the intricate relationship between the skin and the brain.

Neurocosmetics, an emerging field within the cosmetics industry, focuses on the **complex interaction between the skin and the brain.** By targeting neural receptors with specific active ingredients, neurocosmetic products aim to modulate sensory perception and cellular behavior, promoting long-term skin health and holistic well-being rather than merely addressing superficial concerns.

NEUROSCIENCE UNVEILS NEW PROPERTIES OF COSMETICS

The holistic approach that deals with the whole interactions and connections of the skin to its internal and external environment helps to better understand the impact of actives ingredients such as Cannabidiol (CBD) or personal care on the cutaneous system.
Neurocosmetics can be considered as products that have cosmetics effects on the brain of Beauty consumers. Their evaluation on human combines neuroscience, psychology, and cosmetic science to study **how beauty products affect the brain perceptions, the mood, behavior, and cognitive performance** and how they can be used to improve wellbeing. Nowadays we can study neurocosmetics impacts between biological and neurological activities, through three approaches: **physiological, biological, and sensorial analysis.**

Before this new global approach, that begun few years ago, sensory analysis was the way to study the effect of cosmetics application **qualitatively and quantitatively on the sensations and perceptions** of the Beauty consumers.

SENSORY ANALYSIS: A SCIENTIFIC APPROACH OF PERCEPTIONS

Sensory analysis employs scientific methods to measure and interpret panel responses to cosmetics as perceived through sight, smell, taste, touch, and hearing. It evaluates the **acceptability, quality, tolerance, and effectiveness** of personal care products, enabling the creation of items that offer functional and emotional benefits, meeting consumer demand for **holistic beauty solutions.**

Sensory analysis can involve naïve or expert panels. **Naïve panels** consist of untrained individuals evaluating products based on personal preferences, generating a sensory profile. The results of the panel are then used to determine the overall sensory profile of the product. **Expert panels,** comprising trained evaluators, assess organoleptic characteristics like appearance, aroma, flavor, and texture under normal product usage conditions.

Researchers point out that the challenge in detecting sensory impressions is to achieve the appropriate balance between generating the most objective data possible and achieving the highest possible level of standardization.

NEUROSENSORY ANALYSIS AND MULTIDIMENSIONAL PARAMETERS

Experts agree that **6 primary emotions**, sometimes more, constitute the common and universal base of individuals with: **pleasure, sadness, fear, disgust, surprise, and anger,** (contempt, shame, guilt, curiosity).
These emotions are immediate adaptive chemical and neuronal responses to the environment. Thanks to emotions, consumers can describe an experience of cosmetics application as positive (pleasant) or negative (unpleasant). Pleasure is a nice experience that arises from an anticipated or real satisfaction of a desire or need. Pleasure can be measured through quantifying emotions, using neuroscience and psychology. The emotional response as a subjective feeling associated with an event is spontaneous, instantaneous, rapid, universal and consists of the **3 expressive, physiological, and subjective components.** The effect of the application of a cosmetic product is unconsciously and quickly evaluated by the brain.

When it comes to claims, the study of emotions makes it possible to evaluate a wide range of perceptions caused by the application of a product and the improvements in self-representation as well as the physiological effects induced. To objectify emotions scientifically, there is not a single simple and direct method but a multitude of methods. To increase the reliability of these analyses resulting from an **unconscious and implicit process**, it is necessary to consider in the design of the protocols, the claim sought, the type of product studied, the typology of consumers and to integrate the combination of the **3 components of the emotion**:

1. Expressive or behavioral component: what modifies physical expressions of the emotion, such as facial expressions, body language, postural expressions, and vocalizations.

- **Facial expressions analysis** quantifies emotions by examining the facial expressions of an individual. It involves looking at the facial features, such as the eyes, mouth, and brows, to determine the emotional state of the person.
- **Postural expressions analysis** is important to study the nonverbal communication part involves in the emotion's generation. It enables to look at the body language of an individual: the position of the body, the facial expressions, and the gestures.
- **Vocalization analysis** examines the acoustic properties of a person's voice. This includes analyzing the pitch, volume, and duration of vocalizations, as well as the intonation and rhythm of speech.

2. Physiological component: what changes body parameters. This represents the individual evolution of autonomous neuronal system and its global regulation of the peripheral functions. **It is non-specifically linked to the emotions, and representative of the sympathetic and parasympathetic activities.** The physiological component of emotion is studied using various instrumentations such as electroencephalography (EEG), functional magnetic resonance imaging (fMRI), and positron emission tomography (PET), cardiac rhythm, sweat, skin pH, hydration of the skin for example.

3. Subjective or cognitive component: what can be verbalized. It concerns the **mental content of the subject: direct or indirect description of their emotions:** pleasure, sadness, fear, disgust, surprise, anger, contempt, shame, guilt, curiosity... The cognitive component of emotion is the mental process of interpreting and understanding the emotional experience. It involves the use of various cognitive processes such as attention, individual's subjective experience of emotions, such as their thoughts, feelings, and behaviors.

In conclusion, emotions are central to the future of the beauty industry, with neuromarketing playing a key role in understanding how personal care products stimulate consumers. In the near future, algorithms and emotional AI may predict and interpret consumer emotions during virtual applications.

One of the major challenges in beauty evaluation is comprehending the full range of emotions products evoke, requiring a holistic approach. Studying emotional processes offers **endless innovation opportunities,** aligning with consumers' desire for unique sensory experiences. **To ensure reliable and robust outcomes, it is crucial to study emotions' behavioral, physiological, and cognitive components with rigorous, multidimensional methodologies.**

Anne Charpentier

Figure 1: Description of the in-vivo methods for neurosensory evaluation

COMPONENTS	METHODS
EXPRESSIVE BEHAVIOURAL ***Conscient or no conscient*** Vocal Facial Postural	**BEHAVIOURAL CHANGES** • **Facial Expressions**: Facial Actions Coding [FAC], Face Reader (Noldus), Deep Face, Electromyography • **Vocal Expression**: prosody • **Attention measure**: Eye tracking • **Pupillary diameter**
PHYSIOLOGICAL ***Global regulation*** Individual Autonomus Neuronal System	**MEASURE OF THE BODY CHANGES** • **Heart rate** (Emotiv Epoc), Respiratory rate • **Sleep quality**: Actimetry, Drowsiness scale • **Global parameters**: Temperature, Blood pressure, Electrodermal, Sweat, Blood oxigenation... • **Cerebral activity**: [EEG], [IRMf] • **Salivary hormonal dosage**: Alpha Amylase, Cortisol, Ocytocin... • **Other clinical studies** by experts and intrumental measurements...
SUBJECTIVE COGNITIVE ***Mental information*** direct indirect emotions: Pleasure, sadness, fear, disgust, surprise, anger, contempt, shame, guilt; curiosity...	**VERBAL ANALYSIS** **Psychometric measure** **Auto-evaluation** with scores, graphics or images: • Self assessment Manikin • Genova Emotion Wheel • Product Emotion measurement Tool • Positive and Negative Affect Schedule • Differential Emotions Scale Thematic Apperception Test • Scrapbooking Implicit Test

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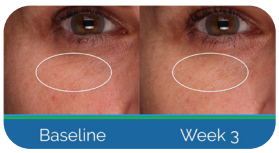
TESTING LABORATORIES NEWS

Sensory evaluation: a science of the senses by Validated Claim Support

Validated Claim Support - www.validatedcs.com



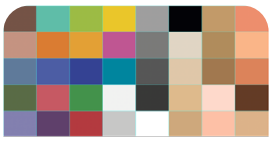
Sensory evaluation is used to measure, analyze, and interpret peoples' responses to products as perceived by their senses: **sight, smell, taste, touch, and hearing.**

It is most often used in food, beverage, and the cosmetics industries, and helps ensure product quality, consistency, and consumer satisfaction. Trained panels or average consumers assess attributes like **texture, and fragrance using standardized methods.**

This evaluation identifies preferences, detects flaws, and provides feedback to product development. By combining subjects' feelings and science, **sensory evaluation bridges the gap between technical excellence and market appeal.**

Ellead's 'healthy skin' skin tone evaluation with color chip specialized for skin color analysis

Ellead - www.ellead.com

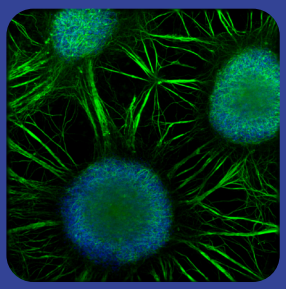


Ellead has developed a **new efficacy evaluation** method that incorporates **emotional expressions representing skin color** and has hold a patent. It is possible to quantify **complex and emotional skin expressions** such as "healthy skin", "radiant skin" or "dull skin" and check the statistical significance through the improvement rate.

This is a **new method** of quantifying and evaluating through vague skin improvement rates, unlike conventional methods that used to evaluate through simple parameters such as CIE-Lab or digital color space.

If you want to quantify the effectiveness of your product on vibrant, healthy, and radiant skin, you can contact Ellead.

neuron experts



The contribution of in-vitro models for the study of interactions between the sensory system and the skin by Neuron Experts

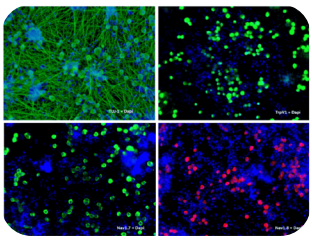
Neuron Experts - www.neuronexperts.com

Skin is at the interface between body and environment and its role in preventing air dry or pathogen invasion is well known but it sensing role as to be highlighted. Indeed, skin is also the organ which allows individuals to react to their environment (temperature, pressure, cosmetics application, pollution...) and to inform brain about skin physiology (injuries, pathologies, pain...).

This **complex sensing process** is due to the presence of **sensory neurons extension, axon,** included in the **different skin layers.** Sensory neurons are not only **passive sensors but reacts** by releasing molecules such as **neuropeptides** into the skin that will activate the others skin cells.

Sensory neurons are thus active players in a **large panel of biological phenomenon** such as **wound healing, inflammation, sensitive skin.** Their role at the interface between the skin and the brain makes them an **ideal target to improve both the physiology of the skin and the feeling of comfort of the person.** As the crosstalk between sensory neurons and skin cells involve the **release of molecules and the expression of key biological markers,** it is possible, using in vitro methods, to measure these interactions.

Neuron Experts is thus developing models which, **without using animal cells,** make it possible to test the impact of ingredients or formulations on these **neuron/skin interactions.** By using the **combination of different detection methods,** they can not only determine the effectiveness of the products tested but also help determine their **mechanisms of action** and thus enhance their value. Drawing on their extensive experience in cell culture, they offer the development of personalized projects, to test compounds or creams on models such as reconstructed epidermis in coculture with neurons, so contact them to discuss your issues.



Human-relevant pain, sensory and peripheral neurotoxicity models with iPSC-derived sensory neurons by Phenocell/Axol

Phenocell - www.phenocell.com

Phenocell axoCells human **iPSC-derived sensory neurons** express nociceptive ion channels such as Nav1.7, Nav1.8, Nav1.9, TRPV1, TRPM8 and TRPA1. They demonstrate functional relevance across multiple assays, including **capsaicin and menthol treatment, thermoception and neurite** outgrowth with paclitaxel.

These neurons are designed for advanced **in-vitro model formats including co-culture, microfluidics devices and organ-on-chip platforms.** Manufactured in an ISO 9001:2015-accredited production facility, they meet excellent ISSCR Standards compliance.

Additionally, the Maximizer supplement allow faster development. Han X. et al, Toxics (2024) 's study is a prime example of how Axol's human iPSC-derived sensory neurons can provide **invaluable insights into drug safety**, helping researchers better **predict neurotoxicity**. With a full complement of offerings and decades of in-house expertise, let Phenocell know what they can do to help by emailing them at operations@axolbio.com.

PRECLINICAL ASSESSMENTS

Adressing the intricate brain-skin connection

The skin is densely innervated by a complex network of nerve fibers responsible for detecting a wide range of environmental stimuli and relaying this information to the brain playing a crucial role in skin health. Additionally **sensory neurons are active cells able to bidirectionally interact** with other skin cells impacting a variety of biological phenomenon (e.i. ageing, wound healing, itch, inflammation and pigmentation) and are deeply involved in conditions such as **atopic dermatitis, eczema, psoriasis, and sensitive skin.** Consequently, the cosmetic industry is increasingly exploring the intersection of neuroscience and dermatology to develop innovative products that address the intricate brain-skin connection. A critical tool driving this innovation is the development of **in-vitro skin models that incorporate neurons** allowing to evaluate compound action on the complex sensory neurons/skin cells crosstalk.

Current models provide versatile platform for compound screening and testing finished cosmetic products. In-vitro assays targeting neurons can go from **cost-effective human iPSC-derived neural progenitor cells monolayers** to advanced systems like **co-cultured reconstructed epidermis, microfluidic chambers, and organs-on-chip models.** One significant advancement in this field was the disruptive technology to create **induced pluripotent stem cells** (iPSCs) allowing to obtain human sensory neurons derived from human iPSCs. Depending on the culture conditions, human iPSCs can be **differentiated into various neuron-like cells** sharing characteristics with sensory neurons such as **nocireceptors, mechanoreceptors and proprioceptors.**

While there is still a limited number of innervated **neuron-containing human skin equivalents** (HES), some models have successfully been used to determine the neurosensorial effects of therapeutics and cosmetic products/ingredients. Thus, active ingredients have been considered to have positive effects when they could reduce the **temperature-, histamine- or capsaicin-induced activation of innervated HES.** Such systems have also been used to test the soothing effects of active ingredients on sensitive skin and to evaluate their impact on altered skin models, such as those simulating atopic dermatitis.

Additionally, **compartmentalized microfluidic devices and organ-on-chip technologies** now enable more precise studies, by better **mimicking the anatomical distance and microenvironment** between, on one side, neuronal cell bodies and, on the other side, axonal endings and skin cells by culturing them in independent compartments. This allows to more precisely measure the effects of an stimuli applied to neurons on skin cells, or vice versa. By integrating neuroscience and cutting-edge in-vitro techniques, the cosmetic industry is transforming preclinical research and unlocking **new opportunities to harness the brain-skin connection.**

Anne Charpentier,
CEO & Founder of Skinobs

Mariana Carranca,
Scientific Marketing & Communication Consultant

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IMASENS

EXPLORE THE USER EXPERIENCE

4 levels of intervention for successful qualitative, quantitative, sensory studies & innovation area.

A marketing and sensory research company created in 2006, IMASENS carries out more than 900 sensory and marketing consumer studies, qualitative or quantitative, each year. She collaborates with more than 400 clients in France and internationally. With a recognized experience in the perfumery and cosmetics sector, IMASENS has a multisectoral and multichannel expertise: use tests, olfactory tests, online communities, home tests, sensory expert tests, efficacy tests, laboratory tests, implicit measurements of emotions, design thinking... It has quality equipment to meet all the demands of perfumery-cosmetics companies: focus group rooms for qualitative studies, olfactory test rooms equipped with individual ventilated cabins and bathrooms equipped with audiovisual. In constant growth, IMASENS has strengthened its network of internationally certified partners (Germany, Italy, Spain, Poland, United Kingdom, USA, China, India,Japan, Taiwan, Singapore, Hong Kong, Brazil, Mexico, Africa, Guadeloupe, Madagascar and Thailand). The institute has also been accredited to the Research Tax Credit since 2016.

QUANTITATIVE RESEARCH

- Home Use Test
- Central Location Test
- Use test with personal or professional photographs
- Online community
- Evaluation of mix marketing
- Claim and efficacy test

QUALITATIVE RESEARCH

- Ethnographic observations
- Consumer insights
- Flash consumers test
- Screening of concepts
- Creative workshop
- Focus group

INNOVATION AREA

- Innovative image analysis to objectivize consumer perception of product claims
- Assessment by esthetician/hairdresser
- Clinical scoring by trained experts

SENSORY ANALYSIS

- Internal experts panels
- Static profile
- Dynamic profile (TDS & TI)
- Olfactive kinetics
- Claim validation
- Controlled wear test

INTERVIEW

Sabine Kieser, CEO of Imasens

Imasens has just equipped its laboratory with a **new hairdressing salon**. Could you tell us more about the **new sensory analysis** opportunities this offers the cosmetics industry?

The Imasens **hairdressing salon** considerably enriches our approach for the cosmetics industry by gathering the **perceptions of hairdressers and consumers** on the experience and performance of the products tested. The Imasens hairdresser evaluations are carried out on volunteers with hair corresponding to the specific criteria of the product claim and specific hair type: Caucasian, African, Asian... These tests cover the products most commonly used in salons: shampoo, mask, colour, salon equipment...

Hairdressers claims relate to:

- The overall experience of professional tratments/procedures,
- The cosmetic benefits perceived by professionals: recommendations from professionals for salons, high effectiveness of professional treatments/ procedures...
- Overall satisfaction and recommendations: offer your customers a unique experience...

Consumers claims relate to:

- Pleasant and unique customer experience
- Cosmetic and sensory benefits for hair and scalp: improved hair quality such as shine, softness...
- Overall customer satisfaction

What do you think is the contribution of combining the assessment of **trained experts, hairdressers and consumers** in this new sensory approach?

A **triple sensory evaluation** of products, carried out by a panel of **sensory experts and/or hairdressing professionals and/or target consumers**.
With its panel of experts, Imasens offers a detailed analysis of the **sensory characteristics of the product, its galenic formula, texture and fragrance**, which complements the **experience of application** and the **result of the hair in fine wet and dry** as perceived by the professional and the end customer. It is also possible to collect the expectations and feelings expressed spontaneously by consumers. This **innovative approach** meets the needs of brands looking to stand out from the crowd and offer unique, measurable product experiences.

Imasens has **dual expertise** in sensory evaluation and **qualitative and quantitative** marketing research. Could you tell us more about the advantages this represents for beauty product brands?

Since 2006, Imasens has been carrying out sensory and marketing consumer research, both qualitative and quantitative, adapted to each phase of product development, in France and internationally (multi-centre studies). By combining these different approaches, Imasens is positioned as a **privileged partner** to help beauty product brands optimise their formulations and develop winning products.

Find out more about **Imasens expertise** via Skinobs Testing Platform

INTERVIEW

Patrice Bellon's take on neurosensory

Patrice Bellon is a Doctor of Pharmacy from the Université de Pharmacie de Paris and a Doctor of University from the Faculté de Pharmacie de Lille. Patrice Bellon has been President of Cosmetoscent since July 2015, an innovator in Neurofragrances and Psychocosmetics. He is the former President of the Société Française de Cosmétologie (SFC), and an honorary member of the Société Française de Parfumerie (SFP). Patrice Bellon has extensive experience of innovation management, notably as a managing director and chief pharmacist. He was then appointed director of research and development in the cosmetics sector for international groups, and vice-president of innovation and applied research in the perfumery sector. He is an international lecturer specializing in Neuroscience, Cosmetic and Perfumery Technologies. He is also a visiting lecturer at several French universities.

Holistic properties are at the heart of cosmetic product claims. As a sensory expert, what are the approaches that you think are **essential today** to evaluate this performance?

To evaluate the holistic properties of cosmetic products, approaches combining both **objective and subjective methods** are essential. Multisensory analysis, which integrates the **three components of assessing emotion—cognitive, physiological, and behavioral**—captures the overall experience offered by the product. Real-world consumer testing is also essential to gather data on users' subjective and emotional perception.
Neuroscientific approaches are increasingly being used, such as electroencephalography (EEG), which offers precise measurements of brain waves to cosmetic stimuli. These technologies make it possible to understand how a product activates certain brain waves associated with appreciation or stimulation.

Finally, the integration of biometric data, such as the galvanic response of the skin or heart variations, completes this evaluation by providing a physiological dimension. These combined methods provide a consistent view of **holistic product performance**.

In your opinion, today, what are the key factors to consider when testing cosmetics for neurocosmetics?

When evaluating neuro-cosmetics or psycho-sensory, it is essential to consider the following aspects:
i) **Overall sensory perception:** A fundamental criterion in cosmetics, as the product must be evaluated for its ability to engage the senses in a harmonious way, highlighting the three characteristics, texture, fragrance, and application on the skin.
ii) **Induced emotions:** It is crucial to identify the positive emotions or memories evoked by the product, using standardized emotion scales associated with neuroscientific approaches.
iii) **Physiological impact:** Biometric methods are used to observe bodily reactions to the product, such as muscle relaxation (EMG) or autonomic responses.
iiii) **Diversity of user profiles:** Cultural, gender and age differences influence the sensory reception of products.

A personalized approach is needed to understand the nuances of each group. Finally, it is essential to consider **individual diversity** (age, culture, genetic predispositions) and **contextual diversity** (climate, environment of use) so that the evaluation reflects the overall consumer experience, which is often difficult to implement budgetary.

How do you perceive the **influence of artificial intelligence** in neurosensory analysis in cosmetics?

Artificial intelligence (AI) is already present in neurosensory analysis in cosmetics, offering powerful tools to **interpret complex data**. For example, AI algorithms can quickly analyze millions of data points from neuroscientific studies, such as EEG signals, emotions related to facial expressions or unconscious measurements via Eye-Tracking technology. AI can detect **subtle trends and correlations** and facilitate product personalization by predicting an individual's sensorimotor reactions based on their user profile. Machine learning models help simulate and **predict sensory experiences** even before a product is developed. However, this influence is not without limits. **Human emotions and perceptions remain inherently subjective experiences that AI cannot fully replace.** The ideal is a **hybrid approach**, where human expertise complements the analytical capabilities of AI to ensure a nuanced and accurate assessment. However, its integration requires an **ethical and transparent approach**, especially in the collection and processing of sensitive data, such as brain, heart or emotion responses.

And if you were asked to read through a **crystal ball**, what would you predict the future of psychosensory analysis?

In the future, this discipline will probably merge more with artificial intelligence, neuroscience and big data to meet increasingly individualized expectations. **Consumers will be looking for products that can provoke specific emotions, combined with rich and unique sensory experiences.** The biometric tools already mentioned, such as electroencephalograms or facial micro-expression sensors, will become common for measuring the emotional impact of textures, scents and colors. Coupled with AI, they will make it possible to refine formulations according to the emotional state and instant **preferences of users**. Cosmetics will become a powerful lever for **mental well-being,** being part of a holistic approach. Psychosensory analysis will evolve towards an even deeper integration of advanced technologies and the human sciences. **In the short term**, we will see an increased adoption of immersive tools, such as virtual reality (VR) and augmented reality (AR), to simulate realistic assessment environments.
In the medium term, the data from the psychosensory analysis will be integrated into interconnected platforms, allowing for extreme customization of products according to individual profiles. Real-time evaluations via wearable sensors and mobile apps will make these tests accessible to a wider audience. Finally, **in the long term**, psychosensory analysis will move towards a holistic approach, where chemistry, biology, neuroscience and AI will collaborate to create products that are **perfectly aligned with the sensory and emotional needs of individuals**. In short, psychosensory analysis will become a **central pillar of cosmetic design**, bringing consumers' aspirations and the solutions offered by brands ever closer together.

CLINICAL EVALUATION

Multi-directional in-vivo evaluation of regenerating and restucturing effects by IEC Group

IEC Group - www.iecfrance.com

IEC consolidates its expertise in the **regenerating, repairing, restructuring or strengthening** effects of the **skin and barrier function** with its protocol developed in 1998 and recent innovations in imaging.

A protocol with **stripping and TEWL measurements** in kinetics and over a period of 21 days to highlight the mechanisms of action of the products, deployed with the same rigor in the 9 IEC test centers in **France, Bulgaria, South-Africa and Asia** (Japan, Singapore, Korea and China) for a global **multi-ethnic approach.**

Protocol that can be supplemented by skin imaging analyses, with for example:

- VisioScan® VC 20 plus (Courage&Khazaka)
- C-Cube® (Pixience),
- Fringe Projection (Dermatop™ Eotech)
- 25 MHz ultrasound measurements

For an **objective analysis and visualization of the effects** on the entropy and homogeneity of the dermis and of the skin surface.

Risk assessment of allergic sensitization and allergic reaction with new ingredients by Phylogene

Phylogene - www.phylogene.com

The ingredient industry is rapidly growing, fueled by demand for natural food, cosmetics, and innovative products using plant extracts, probiotics, and algae extracts. However, proteins from foreign species may trigger immune responses, leading to allergic sensitization.

PHYLOGENE specializes in **advanced allergen risk assessment,** combining cutting-edge technologies with expertise.

Using high-resolution nano LC-MS/MS proteomics, PHYLOGENE identifies allergenic peptides through homology analysis with known allergens and evaluates neoallergen risks.

Their proprietary CORAVALID™ process assesses **sensitization potential on cell lines like dendritic cells and keratinocytes.**

Additionally, PHYLOGENE offers **quantitative inhibition of allergen-specific IgE antibodies** (ELISA), providing comprehensive, regulatory-compliant solutions for allergen safety in complex ingredient mixtures.

INSTRUMENTATION

Discover the C-Cube Clinical Research, precision without limits

PIXIENCE - www.pixience.com

The adoption of rigorous tools for effectiveness evaluations is essential. The C-Cube was specifically developed to measure the effects, sometimes very fine, of cosmetics.
It is the only device to produce **micro-dermatoscopic images** with a margin of error of less than 0.1%, regardless of lighting conditions and phototype.
Its **patented colorimetric measurement** and **3D reconstruction technologies** allow you to validate up to 90% of your claims wether it is face and body care, haircare, makeup. Thanks to its versatility, the C-Cube is suitable for **in-vivo, ex-vivo or in-vitro studies.** C-Cube 3, your partner for unparalleled skin analysis.

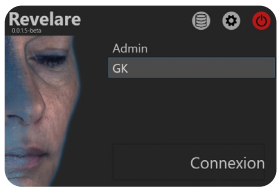
New software for Eotech compact photographic bench

EOTECH - www.eotech.fr

After launching the CBright a few years ago, EOTECH recently released a dedicated **software for managing face photography optimally: Revelare.**

Its architecture is based on a database that includes **users, studies or projects, volunteers or patients and images.** It allows to easily manage the panel of volunteers in different studies at the required shooting times. Its appearance is purposefully simple and navigation is, thanks to **tooltips, intuitive.** The shooting process guides the user from volunteer selection to photo validation.

Photo shots can be done **one by one or per sequence**: series of photos in angular conditions (from -90° to +90°) and **preset lighting** (parallel or cross polarization). **Each shot is unique and identified by its number, lighting condition, angle, time, volunteer, project.** The images recorded in the database are raw and do not undergo any post-processing. They can be exported as JPG and named according to a user-defined nomenclature.

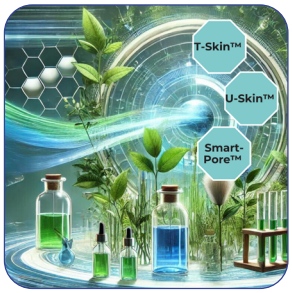


Users of CBright will find with Revelare the software that will **increase their productivity** and make this photo bench a must-have device for any clinical in vivo testing laboratory.

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

MICROFACTORY - 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.



Antera 3D CS: the research-grade 3D camera & software that support your claims

Miravex - www.miravex.com

It's versatile, precise, easy to use and it has been used in more than **150 scientific papers**. And it's FAST, completing a study in up to half the time than other devices.

- PRECISE: Thanks to its patented imaging method, the Antera 3D measurements are very precise across all the parameters measured.
- VERSATILE -3 Devices in 1: Skin profilometer | Multi-spectral analyser | Colorimeter
- FAST: Point & shoot. Image acquisition takes less than one second. No post-processing is required. All data is available in real-time, even before saving an image.

Real 3D images acquired with a patented method in less than 1 second contain information about **skin colour, topography and spectral characteristics** without any post processing. The powerful analysis software can output **hundreds of measured parameters** to an Excel spreadsheet in a single click. Support your claims on wrinkles, texture, pores, stretch marks, cellulite, brown spots, depigmenting, redness, inflammation, etc.

EUROPEAN TESTING HIGHLIGHTS

The Skinobs team attended various beauty events in Europe, and brings you a summary of the keys trends & innovations.

In recent years, Europe market is increasingly focused on clean beauty and sustainability. The use of organic, cruelty-free, and ethically sourced ingredients has become a key selling point, appealing to environmentally aware consumers who seek products that align with their values.

This includes the use of **wellness-oriented products** that incorporate aromatherapy, herbal ingredients, and **mindful practices into daily routines.** The European notion of **"skinimalism"** promotes minimalism in skincare, focusing on fewer, high-quality products that enhance the skin's natural beauty.

Additionally, the European beauty industry is known for its strong ties to scientific research and proof. Brands often collaborate with dermatologists and scientists to develop effective formulations **data-backed by clinical studies. This scientific rigor reassures consumers of product efficacy and safety, further driving trust and loyalty.**

1 CLEAN BEAUTY IS STILL A DRIVER OF THE COSMETICS INDUSTRY

Product analysis becomes an essential test when it comes to «clean beauty», to ensure that these components will not leave **indelible traces in the environment.**

Many testing laboratories offer solutions for quantifying microplastics and PFAs or «Forever Chemicals» (per and polyfluoroalkyl), substances that can be used in water- and perspiration-resistant formulas. The methods enable composition and concentration to be determined, and substances such as nanoparticles to be visually characterized by electron microscopy.

At the I Feel Good event in Paris, in September 2024, **Innov&Sea** showcased their **"VIRIDIS" test**, to assess the toxicity of sunscreen products (raw materials or finished products) on the marine environment. At the end of the test, an **eco-responsibility score** is assigned to the product, which is the perfect indicator to help you improve the formulation of your suncare products and achieve an eco-responsible claim.

Regarding testing, laboratories are also shifting towards a more eco-responsible working environment: Weneos (ex Helioscreen) is implementing a "Corporate Social Responsibility" approach in their daily work, while CIDP Laboratory unveils an Ecovadis score.

2 THE BOOM OF AI DRIVEN TECHNOLOGIES

2024 really marked the rise of AI in the cosmetic industry. During the Skinobs team visit to Cosmetic 360, in October 2024, we could not help but notice how AI has now taken a key role in the cosmetic industry, with companies such as **PerfectGPT, DermaGPT, Gravel AI,** the Good Face Project, or FairGlow. With AI, consumers now can virtually try-on makeup using their smartphones, analyse their skin conditions and concerns, and even access AI powered **virtual consultants or assistants**.

These tools are allowing consumers to find the best products for their need through **immersive and customer-centric experiences** powered by precise AI technologies. According to a recent report by an american consulting group, the global beauty industry is expected to see AI-driven tools influence **up to 70% of customer interactions by 2027.** This shift reflects the demand for personalized beauty products and tailored solutions.

3 IN-VITRO UV TESTING

In vitro UV testing has also become increasingly important as a public health issue. This category of testing is uniquely governed by ISO Good Standard Practice, which ensures **consistency and reliability of assessment methods** across the world (with exceptions in some regions). Whatever the mechanism of action being studied, the industry is **gradually adopting a hybrid assessment approach** linking in-vitro tests with in-vivo studies.

Weneos (ex Helioscreen) just announced the launching of their new service dedicated to evaluating cosmetics products' sun protection using the **HDRS - Hybrid Diffuse Reflectance Spectroscopy method.** The HDRS method ISO23698:2024 (ISO officially published on December 19, 2024) proposed a hybrid approach to assess the SPF (Sun Protection Factor), UPF (UVA Protection Factor) and CW (Critical Wavelength) of sunscreens.

It uses diffuse reflectance spectroscopy (DRS) to measure UVA absorbance (320-400 nm) on the skin of a human volunteer with and without prior application of a sunscreen product. To obtain a complete UV absorbance spectrum, the in-vitro absorbance values are adjusted according to the data obtained via DRS, enabling the in-vitro UVB absorbance to be mathematically linked via hybridization to the UVA portion measured by DRS in-vivo.

Moreover, the **in-vitro 'Double Plates' Method - SPF 23675-2024 was also** ISO published on December 19, 2024. This development of a complete in-vitro method integrates the use of 2 types of complementary PPMA plates to overcome the limitation of the difference in affinity of one type of plate for specific sunscreen formulas, automated application procedures mimicking the in-vivo gesture and therefore the evaluation of SPF and UV exposure with the same spectrum as in-vivo ISO Method 24444, to take into account the photostability of formulas.

Ilona Salomon,
Communication Manager - Skinobs

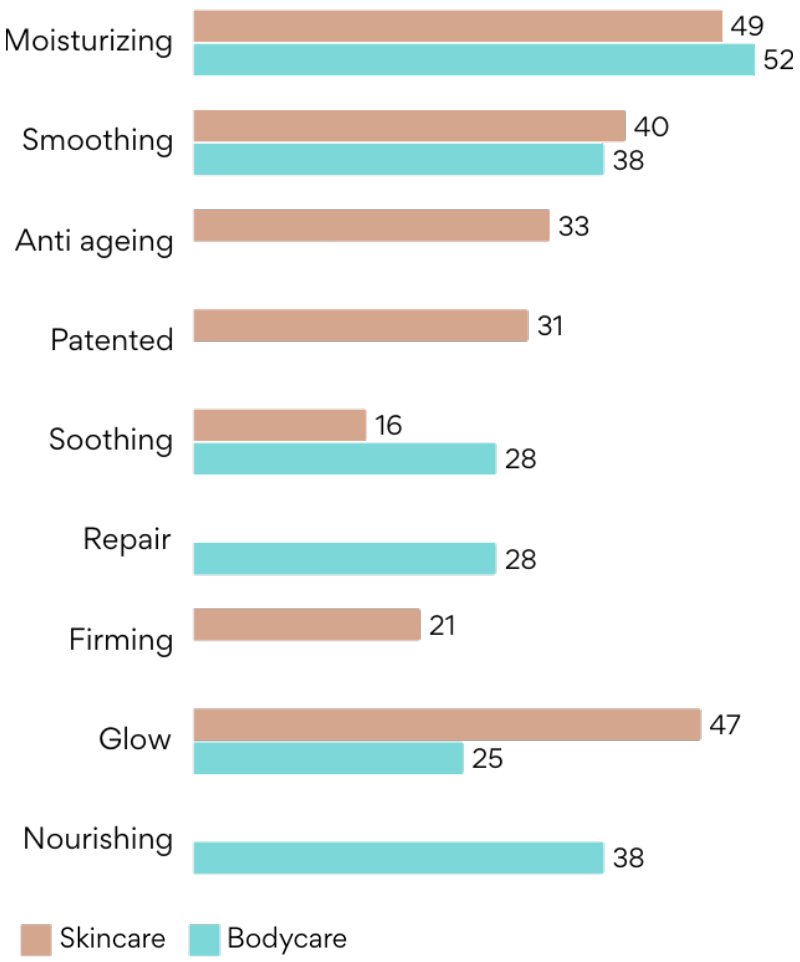
COSMETIKWATCH, SERVING INNOVATION

Top claims of the latest cosmetics launches in 2024

For the past 11 years, Cosmetikwatch has been offering a technological and competitive intelligence tool for the cosmetics market, accessible online via an annual subscription. Today, the company is organized around 4 services to support the innovation of R&D and Marketing teams: **Database**, with an optimized version of its search module, **Ecolab**, a custom formulation laboratory specialized in eco-design, **Studies**, a competitive ad-hoc technical studies service and **Support**, a formulation-related technical support service.

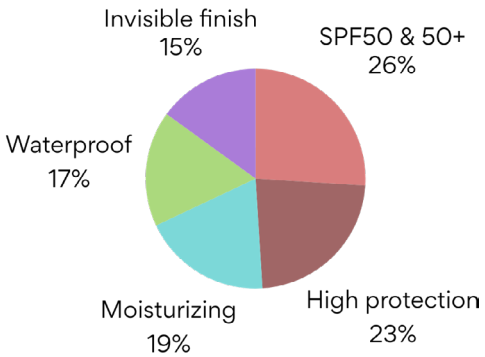
ANALYSIS OF THE MOST USED CLAIMS REFERENCED IN THE COSMETIKWATCH DATABASE IN 2024

FOR SKINCARE (298) & BODYCARE (60)

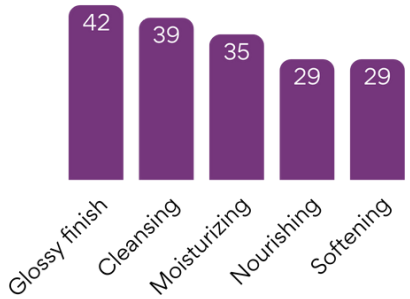


FOR MAKE-UP (108)

FOR SUNCARE (81)



FOR HAIRCARE (66)



cosmetikwatch® SERVING INNOVATION

34TH IFSCC CONGRESS

Focus on **testing posters:** key figures in the evaluation field for actives and cosmetics products

The IFSCC, International Federation of Societies of Cosmetic Chemists, is a worldwide federation dedicated to international cooperation in cosmetic science and technology. The annual IFSCC Congresses discuss cosmetics science on a grand scale and with a global perspective. The 34th IFSCC Congress took place in **Iguazu Falls, Brazil**, from October 14th to 17th 2024. It was dedicated to **Biodiversity and Cosmetics: reaching sustainable technologies.**

+220 POSTERS LINKED TO THE TESTING FIELD

120 COMPANIES PRESENTING A POSTER RELATED TO TESTING

+90 IN-VITRO ASSAYS TOPIC

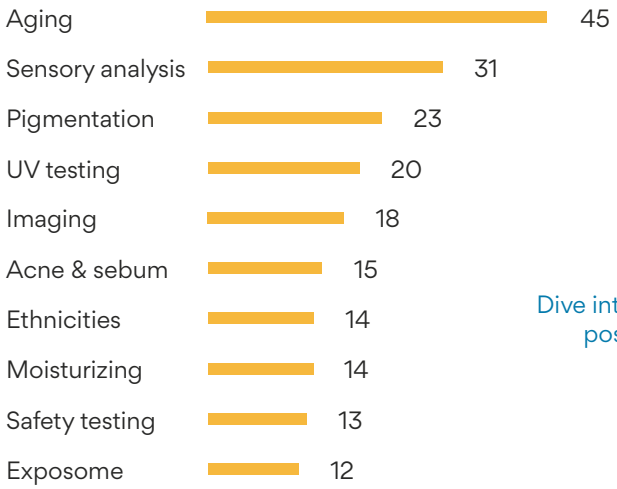
+100 IN-VIVO STUDIES TOPIC

TOP NUMBER OF POSTERS

- 24 GrupoBoticário
- 16 L'ORÉAL
- 9 School of Pharmaceutical Sciences, Universidade de Sao Paulo
- 7 Grupo kosmo science
- 7 SHISEIDO

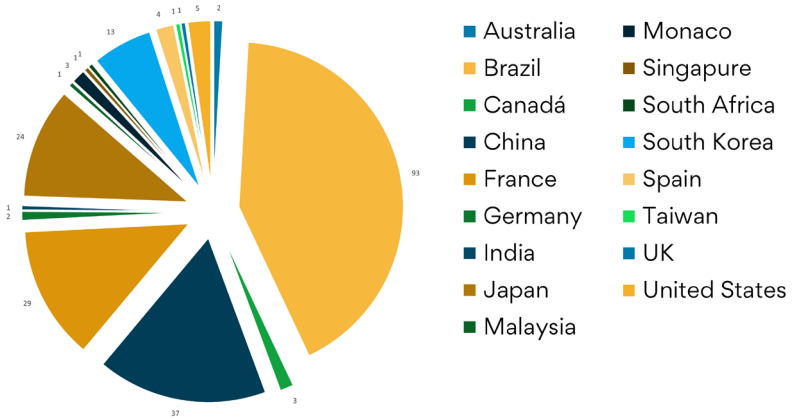
On skinobs.com, find 14 testing providers 227 methods in Latin America

TOP 10 TESTING TOPICS FROM THE POSTERS



Dive into the testing poster selection

COUNTRIES PRESENTING A POSTER



NEXT EDITION

IFSCC 35TH CONGRESS

15-18 september 2025
France - Cannes

K-BEAUTY TESTING TRENDS

Trends and innovations from the Korean Beauty market

The beauty industry is constantly shifting, and the past decades have been a transformative journey: with new technologies such as AI, and consumers being more and more aware of the products they are using, **Korean beauty emerged as a major actor**, setting new standards for products efficacy, ingredients, and product diversity. Fueled by internet, social media, and growing interest in skincare blending **deeply rooted in centuries old tradition, culture and ancient practices with modern scientific advancements** in research and formulations. Moreover, Korean brands, as well as OEM/ODMs, are the driving force behind **new marketing concepts**, not hesitating to pick up on the weak signals of the expectations of well-informed beauty consumers.

INFLUENCE OF CULTURE : HALLYU

This global rise in popularity of the South Korean culture is known as **"Hallyu", or "Korean Wave",** and includes a wide range of cultural elements: **K-Pop, K-Dramas, Movies, and K-Beauty**. In South Korea, beauty is more than just appearance; it's a culture of self-care and well-being.

The influence of K-Beauty, driven by the global popularity of Korean pop culture, cannot be overstated. K-Beauty trends, characterized by **meticulous skincare routines and innovative products**, have transcended borders, setting global beauty standards.

The «glass skin» trend, emphasizing a flawless, dewy complexion, and the 7 steps skincare routine, including cleanser, toner, essences, sheet mask, eye cream, moisturizer and sun protection are examples of how South Korean beauty standards have a global influence. Korean cosmetics science is also largely influenced by traditions: most of the beauty formulations are a **fusion of modern science**, with technologies such as microencapsulation, microneedle, bioengineering, fermentation and time-tested skincare ingredients, such as centella asiatica, or green tea.

ANIMAL TESTING & 3R PRINCIPLE

The cosmetics industry requires alternative testing methods to replace animal testing, which is no longer ethically acceptable. In-silico, in-vitro, and ex-vivo methods provide safety data as predictors of human tolerance. New Approach Methodology and Non-Animal Alternative Methods (NAMs) are integral to routine toxicity testing adhering to the 3R principle for **Replacement, Reduction, and Refinement** of animal experiments and ensure rigorous, ethical and scientific evaluation.

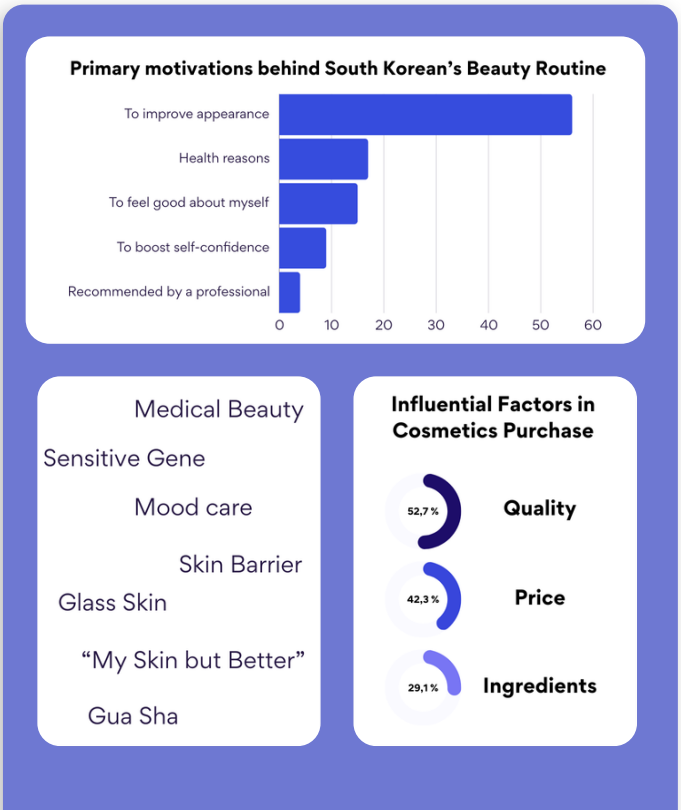
In 2015, a law in Republic of Korea passed which mandates the use of non-animal tests for certain cosmetics determined by the Ministry of Food and Drug Safety effective in 2018. Still, in 2022, the annual statistics on scientific use of animals reveal a record-high 4,995,680, continuing an alarming upward trend.

IMPORTANCE OF R&D AND MARKETING

K-Beauty companies invest heavily in R&D and innovation, collaborating with scientists and dermatologists to create effective and safe products. This scientific approach offers skincare **solutions based on proven data,** ensuring consumer satisfaction and loyalty.

K-Beauty brands excel in marketing and product design. The packaging is often innovative and appealing, making the user experience pleasant and luxurious. Moreover, marketing campaigns are **well-targeted and effectively use social media** to reach a global audience.

The manufacturers, the major cosmetics groups and above all the indie brands are on the lookout for all the **new expectations of consumers** and the weak signals of Korean women's beauty routines.



FUNCTIONAL PRODUCTS & KOREAN REGULATIONS

In South Korea, «functional products» typically refer to skincare and cosmetic items that go beyond basic beauty benefits to offer **additional functional properties** aimed at improving skin health or addressing specific concerns. These products are often formulated with active ingredients and technologies that provide targeted solutions, such as **anti-aging, whitening/brightening, hydration, soothing/calming, acne treatment, and UV protection.**

Functional cosmetics can be divided into several categories when cosmetics products help to: whiten the skin, improve skin wrinkles, gently tan the skin or to protect from UV, change or eliminate hair color, or to nourish the hair, prevent or improve dryness, split ends, hair loss, keratinization, resulting from a weakened function of the skin or hair.

DATA BACKED CLAIMS AND SCIENTIFIC IN-VIVO EVALUATION

One of the distinguishing features of Korean beauty is the commitment to providing a diverse product range that caters to **various skin types and concerns**. Unlike traditional one-size-fits-all skin types, Korean beauty brands understand the nuanced nature of skincare answering unique skin conditions. This understanding is reflected in the development of products tailored for specific skin concerns, from acne-prone skin to dryness or sensitivity.

Finally, understanding the intricate physico-chemical and physiological mechanisms of the skin is a major challenge for scientists substantiating claims.

Recently, device manufacturers have introduced advanced skin analysis techniques such as **F-Ray (Beyoung),** blending quantification and visualization for nearly all claims. Figures provide scientific data, while images offer clear evidence of product performance, easily appreciated by Korean consumers through digital purchasing channels. Innovative technologies are now standard, but maintaining scientific rigor in both materials and processes is essential. Accurate system calibration, device mastery, and precision in routine assessments are crucial to avoid irrelevant adjustments.

Korean CROs whom rate is the highest per capita in the world can provide **cutting-edge technology, deep skin knowledge**, and effective scientific communication to meet new skin and hair evaluation consumer expectations.

Ilona Salomon,
Communication Manager - Skinobs

BEAUTY MARKET IN INDIA

The Indian beauty industry is thriving, emerging as one of the fastest-growing markets globally. Fueled by a rising middle class, increasing disposable incomes, and a growing awareness of personal grooming, this sector has seen exponential growth in recent years, becoming one of the most dynamic sector in the country's economy. With innovations in skincare, cosmetics, and haircare, along with a strong influence of e-commerce and social media, the market is setting new benchmarks. Key trends such as the demand for natural and organic products, the surge in male grooming, and the integration of technology in beauty services are reshaping the landscape.

Emerging trends shaping india beauty and personal care market

WELLNESS AND SELF-CARE INTEGRATION

Consumers increasingly desire products that go beyond enhancing appearance to support overall well-being. Embracing the growing focus on self-care, brands are developing offerings that address mental wellness, relaxation, and holistic beauty practices.

SUSTAINABILITY AND ECO-FRIENDLY INITIATIVES

With heightened environmental awareness, there's a rising demand for sustainable and cruelty-free beauty products. Consumers value brands that adopt eco-conscious measures such as minimizing plastic use, opting for recyclable materials, and obtaining green certifications, reflecting a shared commitment to environmental stewardship.

THE RISE OF INDIE AND NICHE BRANDS

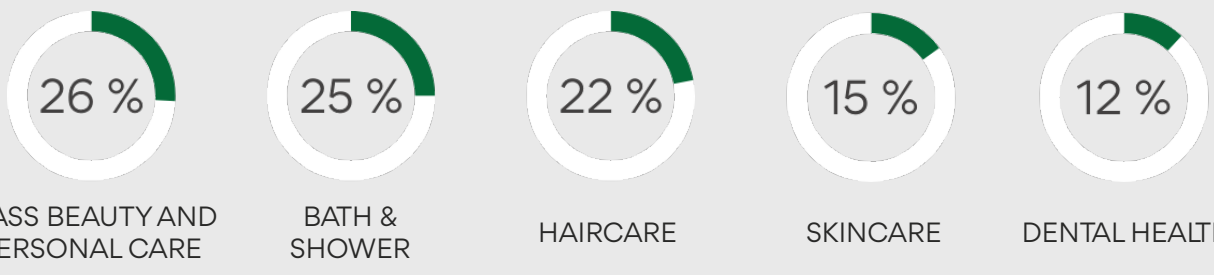
Indie and niche beauty brands are gaining traction in the Indian market by offering artisanal, specialized products. Leveraging social media, these smaller brands connect with broader audiences, appealing to consumers seeking authenticity and unique experiences.

PERSONALIZED BEAUTY SOLUTIONS

Personalization has become a cornerstone of the beauty industry, with data and AI driving the development of customized products. From bespoke skincare regimens to tailored cosmetic shades and formulations, these solutions cater to individual preferences, elevating customer satisfaction and loyalty.

Breakdown of of sector's sales by product category

Source - Team France Export



Key numbers of the beauty market

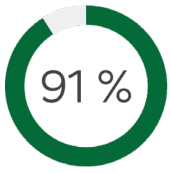
4th
LARGEST BEAUTY MARKET IN THE WORLD

EUR 28 billion
VALUE OF THE BEAUTY AND PERSONAL CARE SECTOR IN 2023

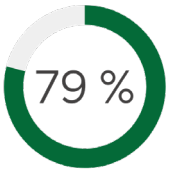
10.8%
COMPOUND ANNUAL GROWTH RATE FROM 2024 TO 2032

Consumers perception regarding trust on advertising and social media influenceurs in 2023

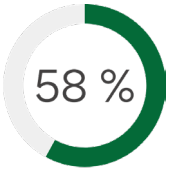
Source - The Advertising Standards Council of India



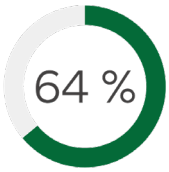
TRUST ADVERTISING IN GENERAL



TRUST ON SOCIAL MEDIA INFLUENCER



INFLUENCER BECOMES MORE TRUSTWORTHY



BRAND BECOMES MORE TRUSTWORTHY

TESTING TRENDS FROM INDIA

Skinobs is going to HPCI India 2025, in Mumbai - Booth E10

Indian beauty market & trends by Asia Cosme Lab

Major international beauty brands are turning their focus to the Indian market, regarded as the **new beauty Eldorado.** With its deeply rooted traditions, the rise of local brands, and innovations across all categories from skincare to haircare, India, the world's most populous country, is emerging as a major player in beauty.

A key trend driving this growth is the **revival of Ayurveda**, which has evolved into a modern phenomenon in India while captivating Western consumers with its **holistic approach and natural remedies.** Brands launched by the Indian diaspora, such as Fable & Mane, Inde Wild, and Just Humans, have made Ayurveda both modern and appealing. In India, local brands like Nat Habbit, Gunam Beauty, and Bollywood star Deepika Padukone's 82°E are thriving. Indian consumers cherish Ayurvedic traditions and family beauty recipes but **face unique challenges like heat, humidity, pollution, and hard water,** shaping demand for UV care, innovative textures, and hybrid products. Sunscreen launches have surged, with formats like sticks, gels, mists, and tinted moisturizers offering advanced benefits such as anti-aging, dark spot reduction, and acne care.

Additionally, there's a growing shift towards **science-backed**, **derma-focused brands** as Indian consumers seek targeted solutions and **proven efficacy.** Brands like Minimalist and The Derma Co have gained success by offering affordable, ingredient-driven formulas tailored to Indian skin, with Minimalist even expanding to markets like the UAE and the UK.

Florence Bernardin - www.asiacosmelab.com

MSCR's edge in microbiome studies: cutting edge NGS technology and rapid turnaround

MSCR - www.msclinical.com

In an industry where trust and precision drive progress, robust research is the cornerstone of innovation. At MS Clinical Research, they excel in **microbiome studies with end-to-end research solutions.** Powered by their state-of-the-art in-house gene sequencing capabilities, they deliver data-backed insights with speed and precision, helping their partners stay ahead in a competitive landscape. They bring 27+ years of expertise in Skin of Color research, supported by an active database of 11,000+ volunteers and extensive experience across various clinical indications.

Comprehensive Services Under One Roof

MSCR combines advanced sequencing technology with a comprehensive suite of services ranging from **metagenomic sequencing** (16S/ITS, Shotgun/mWGS) and **transcriptomics** (qPCR and bulk RNA-Seq), all managed in-house for maximum efficiency and unparalleled quality.

1. Rapid Turnaround: Process 1000 samples in just 4 weeks with no external dependencies.
2. Consistent Quality: Delivering over 85% data accuracy consistently across every run.
3. Customized Workflows: Sponsor-specific batch processing minimizing processing time and variability.

Expertise Across Diverse Microbiomes

Backed by 10+ years of experience, their team specializes in studies across diverse microbiomes, including **skin/scalp, oral,** and vaginal. Whether you're developing microbiome-focused therapeutics, cosmetics, or diagnostics, MSCR is your trusted partner.

A trusted partner of excellence for dermocosmetic clinical trials: CIDP India

CIDP - www.cidp-cro.com

Located in the heart of New Delhi **since 2011**, CIDP India provides a **comprehensive range of clinical trial services, including cosmetic safety and efficacy testing, biostatistics and data management, regulatory affairs, and scientific and medical writing.** With a multi-disciplinary team of experts, CIDP India is committed to delivering top-tier, innovative clinical testing and high-quality services. These are supported by state-of-the-art facilities and advanced technologies, including the Antera 3D, VISIA® CR Gen 5, Spectrophotometer CM 26D, Trichoscan, and other specialized skin and hair testing equipment.

The CRO offers tailor-made clinical trials to **help clients successfully navigate the complex regulatory landscape** of the dermocosmetics sector. Its expertise spans various indications, including acne, aging, pigmentary disorders, skin irritation, sensitization, moisturization, anti-dandruff & anti-seborrhoea treatments, hair growth formulations, hair color safety, and consumer use studies. **Delhi's high pollution levels provide a unique testing environment for anti-pollution skincare and haircare products**, offering real, actionable data and a competitive edge in developing products that protect consumers in polluted urban areas.

CIDP India maintains a **GDPR-compliant volunteer database that includes babies, children, and adults with diverse skin and hair types**, as well as various dermatological profiles. The CRO also collaborates with key opinion leaders and hospitals to conduct off-site clinical trials. With its global presence, CIDP offers the added advantage of conducting multi-centric trials with phototypes ranging from I to VI. **Partner with CIDP India to leverage its expertise and ensure your products are scientifically validated for consumer safety and effectiveness in the Indian market.**

A full-service Clinical Research Organization with over 75 years' combined experience

Cliantha Research - www.cliantha.com

With its headquarter in India and facilities **in Ahmedabad** Cliantha Research has a **global presence in USA and Canada** providing comprehensive and integrated offerings in pharmaceuticals and personal care segments.

With a combined experience of 75+ years in the consumer market, Cliantha holds a 11,000 sq.ft. unit which is **IS/ISO 9001:2015** certified and provides customized end-to-end services with focus on **product safety and efficacy, claim substantiation and consumer insights** for Cosmetics, Personal Care, Nutraceuticals, Herbal supplements & Wellness Products.

Having conducted more than 3000 studies, all their clinical trials are conducted strictly in accordance with the ICH-GCP guidelines, ensuring that their clients' needs are met while maintaining the quality and standards. They provide end-to-end services starting from creation of protocol till clinical study reports, manuscripts and publications.

With an increased emphasis on evidence-based data driven insights, they hold a dedicated 22000+ volunteer pool, they provide a three-fold approach for a study i.e. clinical evaluation, subjective assessment, and quantification through a variety of advanced scientific bio-instruments. Our armamentarium includes state of art instrumentation e.g. VISIA CR, Antera, Solar Simulator, Environmental Controlled Hot/Cold Chamber, etc.

Novobliss Research offers new standards in dermatological science and hair care evaluation

Novobliss Research - www.novobliss.in

NovoBliss Research is transforming dermatological evaluations by **developing and standardizing advanced methodologies** for comprehensive hair and scalp assessments. These include precise measurements for hair regrowth, hair length, hair keratin levels, and tensile strength, along with Norwood-Hamilton & Ludwig scoring, inter-evaluator variability, new hair count, visual documentation of the head crown area. Scalp health assessments are also integrated to provide a **holistic understanding.** Their methodologies are designed for **multicentric clinic research**, enabling robust and diverse data collection across varied geographical populations.

Headquartered in Ahmedabad, India, NovoBliss Research® is a leading Contract Research Organization (CRO) specializing in scientifically validated clinical safety and efficacy studies. With expertise spanning diverse industries—including Nutraceuticals, Natural Health Products, Dietary Supplements, Food products, OTC products, Ayurvedic products, Dermatology, Cosmetics, and Personal Care, Consumer Care items—NovoBliss ensures the highest standards of safety and quality. They excel in **real world evidence studies, safety and efficacy claims substantiation**, ensuring the best compliance with the regulations.

SKINOBS IS GOING INTERNATIONAL

Skinobs expends its international presence to address testing services specific to each market

Skinobs is proud to announce an enhanced international presence. Skinobs, which is already a global digital platform, wants to be as close as possible to the major markets that constitutes the **global beauty industry** by strengthening its links with the industry players, by **meeting R&D and evaluation managers,** cosmetics consultants, actives makers, regulatory experts...

Skinobs' aim is to respond the **specificities of each B2B beauty market** such as **trends and innovations, technology** and culture, factors which significantly influence testing approaches.

This is why it is essential to immerse oneself in each territory by attending key events, visiting testing laboratories and instrumentation makers to update local referencing.

A testing platform serving every market

Since 2015, Skinobs has been an essential resource for cosmetics researchers around the world. This tool simplifies their in-vitro and in-vivo evaluation projects, helping them to find test methods and laboratories around the world. Today, this tool is useful to more than 7,000 users in 89 countries.

Skinobs arleady references methods from **43 countries for clinical studies, and 35 countries for preclinical trials.** To meet the needs of assessment managers, Skinobs is committed to extending the referencing of test solutions to all continents.

As proof of this, this year Skinobs has already added more than 30 testing providers from Asia to its platform and plans to keep up the momentum!

"We Are Testing" a stronger presence at international shows

In 2022, Skinobs launched 'We Are Testing,' a **new collaborative and sustainable way** for professionals to exhibit at shows around the world. This year 'We Are Testing' was present with a stand at NYSCC Supplier's Day, in-cosmetics Korea, in-cosmetics Latina and in-cosmetics Asia.

These collaborative stands were an incredible opportunity to share the know-how and innovations of more than 15 players in the field of testing.
What Skinobs likes best is exchanging about the **local market norms, the technology level testing** habits and regulatory standards and getting a direct contact with what really drives this fantastic sector of the cosmetics evaluation!

On-the-ground knowledge throught testing centers visits

As part of its international development strategy, Anne Charpentier, CEO of Skinobs, has had the opportunity this year to **visit testing centres in Korea, Brazil, Spain and soon India.** These face-to-face exchanges with team members, technical and R&D managers, combined with visits to laboratories, strengthen our knowledge of the centres actual activities and our relationships with partners. These visits provide Skinobs with detailed information on the **latest technologies of measurement used, the implementation of studies and the quality approach.** This better understanding ensures that the information shared with platform users is up-to-date, localized and robust. This better understanding ensures that the information shared with platform users is up-to-date, localized and robust.

The importance of going further

Knowing the context of local markets is essential to providing relevant information in the field of cosmetic testing. By **tailoring its offering to regional needs**, Skinobs enables cosmetics and ingredients brands and consultants to navigate the complexities of today's globalized and diverse testing offerings.

'While our vision has always been international, we understand that each market has its own challenges and opportunities, from regulatory differences to unique consumer expectations,'
said Anne Charpentier, founder and CEO of Skinobs. 'By listening to local testing needs and adapting our approach, we help cosmetics brands and researchers find solutions that meet their expectations.

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UPCOMING EVENTS

Visit the Skinobs booth and meet the team around the world in 2025, to exchange about your preclinical and clinical testing projects.

COSMET'AGORA	January **14-15**
hpci INDIA	February **18-19**
in-cosmetics global	April **8-10**
cosmetotest Cosmetics Testing Symposium	May **14-15**
NEW YORK Society of Cosmetic CHEMISTS	June **3-4**
in-cosmetics korea	July **2-4**
IFSCC	September **15-18**
in-cosmetics latin america	September **23-24**
COSMETORIUM concept to product	October **22-23**
in-cosmetics asia	November **4-6**

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