

# ZOOM#33

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CLINICAL  
STUDIES  
Makeup &  
trends

BEAUTY  
TESTING  
TRENDS  
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PRECLINICAL  
ASSAYS

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DEEP DIVE INTO THE  
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# EDITO

Dear readers,

Welcome to this 33rd edition of ZOOM, a magazine dedicated to preclinical trials and clinical evaluation in cosmetics.

The global cosmetics industry is constantly evolving, influenced by economic, environmental and political factors - since these balances seem to be at the heart of the American turmoil today - but also technological and cultural. Beyond the specific regulations sometimes used as a political tool to limit the entry of a market, politics has been invited since January 2025 in cosmetics with the possible modifications of custom taxes on assets and finished products. What impact will this new situation have on the exchange of services and analysis technologies? It's still early to say, but it is likely that this «foot in the anthill» will change the behavior of testing laboratories, large or small.

For beauty professionals and experts, it is therefore essential to assess weak signals in the market and anticipate these future trends. Today, more than ever, innovation and scientific rigor are at the heart of the development of skin and hair care: understanding the mechanisms of action, adapting to expectations and guaranteeing the effectiveness of formulas are the major challenges.

At Skinobs, we focus all our attention on deciphering testing trends, exploring the latest technological advances and offering you a clear and documented vision of evaluation methods and their evolutions. Saving you time and providing you with a comprehensive and independent overview of assessment solutions is of paramount importance to us.

In this edition, we are pleased to present a thematic file on the evaluation of makeup. This dossier explores the different facets of makeup: its history, its innovations, as well as the evaluation methods and associated claims. We highlight the clinical evaluation of makeup, which guarantees its tolerance and effectiveness, thanks to rigorous testing protocols. You'll also discover exclusive interviews with industry experts, who share their insights into the challenges ahead. Scientific articles enrich this dossier, offering a complete overview of the world of make-up product testing and its contemporary challenges.

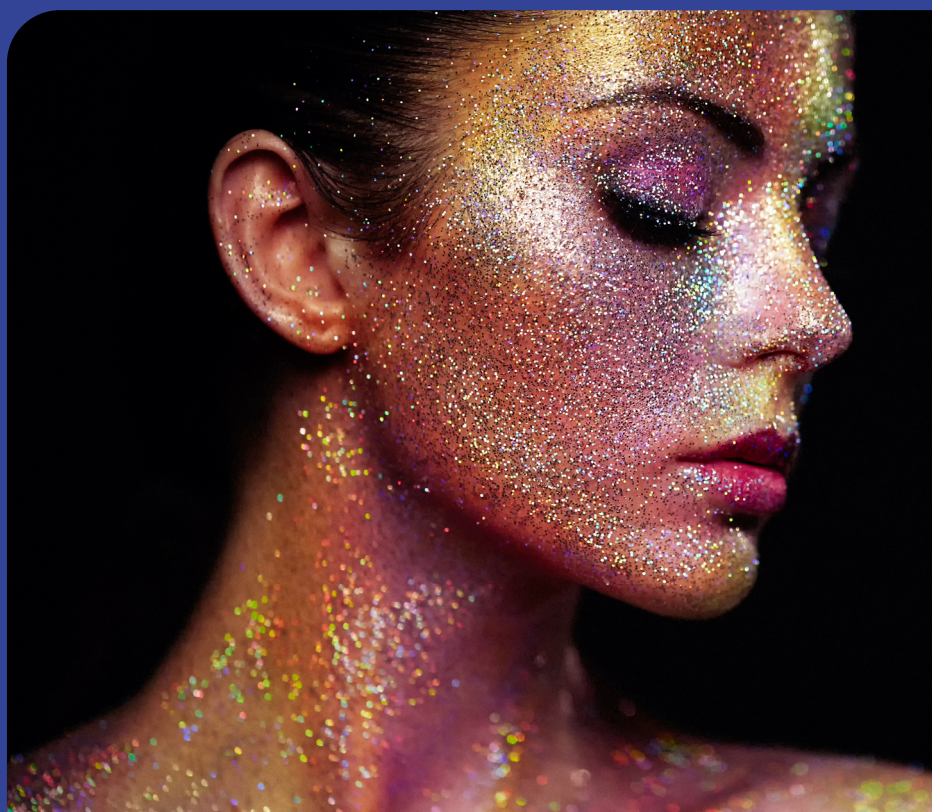
We hope that this new ZOOM will feed your curiosity and inspire your thinking about the many facets of future evaluation of your products.



Ilona Salomon  
Communication manager



Anne Charpentier  
CEO & founder of Skinobs



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# CLINICAL STUDIES

## Make-up and its thousand virtues: how to measure their performance in-vivo

### From fashion week runways to amazonian indigenous ceremonies

From the ancestral rituals of indigenous Amazonian tribes to the high-fashion runways of Fashion Week, makeup has transcended cultures and epochs, becoming an integral part of cultural practices and cosmetic care across different populations and regions.

Let us delve into the captivating world of cosmetics, where science, art, and tradition seamlessly intertwine. In this article, we will explore how makeup continues to evolve under the influence of technological advancements, inclusive movements, and environmental concerns. Beyond its role in enhancing appearance, makeup also plays a significant role in shaping individual psychology, self-confidence, and social perception. Moreover, modern makeup extends beyond mere aesthetics, incorporating multifunctional benefits such as hydration, UV protection, and anti-aging properties. Innovations such as skin-adaptive formulas, probiotic-infused foundations, and pollution-resistant cosmetics further illustrate the industry's shift towards products that combine beauty with skincare.

**Beyond enhancing appearance, make-up plays a role in psychology, influencing self-confidence and social perception.**

### The safety and effectiveness of makeup products

Like other cosmetic and personal care products, makeup must adhere to strict safety and performance standards. The cosmetics industry employs marketing claims to attract consumers, and these claims must be substantiated through rigorous scientific testing, in compliance with various global regulations such as Regulation (EC) No. 1223/2009 in the European Union and the MoCRA directives in the United States.

However, beyond marketing considerations, these claims must be validated through in-vitro or in-vivo testing on humans to ensure both consumer safety and product efficacy. As the industry progresses, innovations such as AI-driven skin diagnostics and custom-blended makeup solutions are set to redefine product development.

These advancements aim to provide consumers with safer, more personalized options, reinforcing the balance between aesthetics, functionality, and well-being in modern cosmetics.



## Makeup claims: decorative and skincare benefits

Marketing claims for makeup products, much like those for skincare products, are assertions regarding the supposed benefits of the products, designed to capture consumer attention. These claims play a crucial role in product positioning within the market and directly influence purchasing decisions.

Makeup-related claims can be categorized based on the type of product, its application area, and the duration of its action:

### Make-up products

1. Eyelashes: mascaras, primers, serums, eyelash tints...
2. Eyebrows: pencils, felts, powders, gels, waxes, dyes, serums...
3. Eyelid products: base, primer, blush, eyeliner, kohl pencil, eyeshadow, glitter...
4. Lip products: balms, exfoliants, lip contours, pencils, lipsticks, glosses, inks...
5. Nail and cuticle products: varnish, base coat, top coat, oils, serum, glue...
6. Skin: Fixing spray...

#### > Skin

- **Wear and durability:** long-lasting, transfer-proof, water- and sweat-resistant, waterproof, etc.
- **Skin appearance:** radiant complexion, mattifying, high coverage, satin finish, anti-redness, anti-dark circles, anti-puffiness, anti-imperfections, etc.
- **Short-term skincare:** anti-dark circles, corrector, non-comedogenic, moisturizing, anti-couperose, microbiome-friendly, anti-pollution, skin barrier protection, UV protection (UVA and UVB), infrared protection.
- **Long-term skincare:** anti-aging, firming, anti-sagging, regenerating, anti-dark spots, tightening, lifting, toning, anti-seborrheic, anti-blackheads, soothing for sensitive skin, anti-pollution.

#### > Lashes & Brows

- Care: volumizing, curling, thickening, eye-enhancing, etc.
- Growth: strengthening, growth-boosting.
- Eyelids: anti-sagging.
- Lips: smudge-proof, hydrating, anti-dryness, transfer-proof.
- Nails: hardness, rigidity, flexibility, anti-ridges, strengthening, regrowth, thickness.

## Evaluating the effectiveness of makeup products

The evaluation of a makeup product's performance serves three primary objectives: Its effect on the skin, lashes, brows, eyelids, lips, and nails, its durability and resistance to various external conditions and its impact on skin metabolism. When designing a clinical study to assess a makeup product, numerous factors must be considered. Each study is tailored to the claim under investigation, as is the case for any cosmetic product. The study must account for the product's mechanisms of action, the target consumers (skin type, age, beauty routine, etc.), and key protocol parameters such as measurement timelines, application conditions, tested areas, recruitment criteria, measurement devices, and medical supervision. To validate the performance of makeup products on human subjects—most often women—multiple approaches can be employed.

### 1. Clinical scoring

Clinical scoring is conducted by an expert (dermatologist, cosmetologist, or ophthalmologist) before and after product application, using a scale adapted to the product's claims under controlled laboratory conditions. To ensure result robustness, variables such as lighting, temperature, and humidity must be strictly regulated. Evaluations are carried out using standardized light and distance assessment setups by trained cosmetic specialists or dermatologists. Clinical scores help assess attributes such as wear, coverage, hydration, and uniformity.

Several well-established clinical scales are used, including:

- Lübbe scale: for skin dryness assessment.
- Shine and mattification scale: for evaluating skin luminosity.
- MASI (Melasma Area and Severity Index): for assessing a corrector's ability to conceal pigmentation spots.



## 2. Biometric testing

Biometric testing employs non-invasive measurement techniques using advanced devices to objectively and quantitatively assess the effectiveness of makeup on the skin, lips, and nails.

### Common instrumental measurements:

- **Wear and visual appearance:** Image analysis of skin, lips, or nails using cameras and image processing tools such as SpectraCam, DigiCam, Nomadcam, Siascope, TiVi80, Clarity 3D Mini, AEVA-HE<sup>2</sup>, DermaReader, Dermatop-HE...
- **Full-face visualization:** Devices such as Visia-CR, SpectraFace, Visioface (C+K), AEVA-HE (Eotech), HeadScan Dynamics (Orion), and F-Ray.
- **Color measurement using chromametry:** Reflectance spectrum analysis from 400 to 700 nm, avoiding external color influences. Devices include SkinColorCatch, LC100 Spectrocolourimeter, Attonics Spectrometer, Chromameter, Colorimeter (Courage & Khazaka), and DermaLab Colormeter (Cortex).
- **Claims assessment:** Each skincare-related claim requires specific, dedicated evaluation methodologies.

## 3. Neurosensory approach

Since the 2010s, advances in neuroscience have enabled a scientific assessment of emotional and physiological responses associated with cosmetic and makeup application. Emotions, which shape individual experiences, are categorized into six primary types: pleasure, sadness, fear, disgust, surprise, and anger. These reactions are spontaneous, rapid, and universal, processed unconsciously by the brain.

The study of emotions helps evaluate the psychological and physiological impact of makeup. Several methodologies are employed based on the product

type, consumer profile, and claim to be validated:

- Expressive and behavioral analysis to measure spontaneous reactions.
- Physiological measurements to analyze the emotional impact of makeup on the body.
- Subjective and cognitive evaluation to collect user perceptions and experiences.

Integrating neurosensory approaches allows brands to enhance the reliability of unconscious emotional analyses, refine product development, and tailor marketing strategies to consumer expectations. By promoting well-being and self-confidence, makeup becomes more than just an aesthetic tool—it becomes an instrument of personal empowerment.

These tests provide objective and reproducible results, essential for substantiating cosmetic product marketing claims.

## 4. Sensory analysis and organoleptic evaluation

Sensory analysis assesses organoleptic, sensory, emotional, and neurosensory characteristics through trained subjects. Often conducted using the Quantitative Descriptive Analysis (QDA) method, this approach enables rigorous comparative evaluations of products.

## 5. Consumer testing

Consumer tests gather feedback from end-users on makeup effectiveness and performance under real-world conditions over several days or weeks. Conducted on naïve, untrained subjects who represent the target demographic, these before-and-after studies assess perceived product efficacy through standardized self-evaluation questionnaires. Statistical analysis of responses helps quantify the perceived effectiveness of the product and identify its strengths.

Ultimately, functional makeup serves both aesthetic and skincare purposes, requiring rigorous clinical validation to support its claims. A comprehensive approach—combining biometric testing, sensory evaluation, and consumer insights—ensures scientifically substantiated benefits.

Collaboration with CROs is essential to designing optimal study protocols, considering factors such as study duration, application conditions, and measurement techniques.

Key challenges in makeup evaluation include controlling environmental factors (lighting, humidity, temperature) and ensuring measurement reproducibility. Advanced AI-driven analytics and non-contact optical technologies are shaping the future of cosmetic testing. Today, illustrative results have become a key expectation for both brands and consumers.



### Special Makeup testing instrumentation

#### Shine/Mattifying effect

- Glossymeter (Courage & Khazaka), GonioLux (Orion), Samba Face, Skin Translucency, SkinGlossMeter, TransluDerm (Orion), Translucency Meter TLS850

#### Mechanical Properties of the Nails

- Nail Strainstresser Meter by Courage & Khazaka

#### Surface: Eyelashes, Eyebrows

- EyelashCam by QIMA

# Make-up and its environmental and ethical challenges

## Development of microplastic-free and biodegradable formulations

The environmental impact of cosmetics, particularly makeup, is a growing concern. Many formulations still contain microplastics, which contribute to ocean pollution and negatively affect marine life. In response, biodegradable alternatives are being developed, such as natural polymers derived from algae or cellulose, which are rigorously assessed using standardized biodegradability tests.

## Impact of sunscreen filters on marine ecosystems

Certain makeup products incorporate sunscreen filters to protect the skin from UV radiation. However, studies have shown that some chemical filters, such as oxybenzone and octinoxate, disrupt marine ecosystems, particularly coral reefs, by contributing to coral bleaching. Innovative testing methods now exist to evaluate the effects of these filters on coral health. An in-vitro approach using cell cultures from the sea anemone *Anemonia viridis*, a species closely related to corals, serves as a recognized indicator of coastal marine ecosystem health.

## Alternatives to animal testing: in-vitro and in-silico modeling

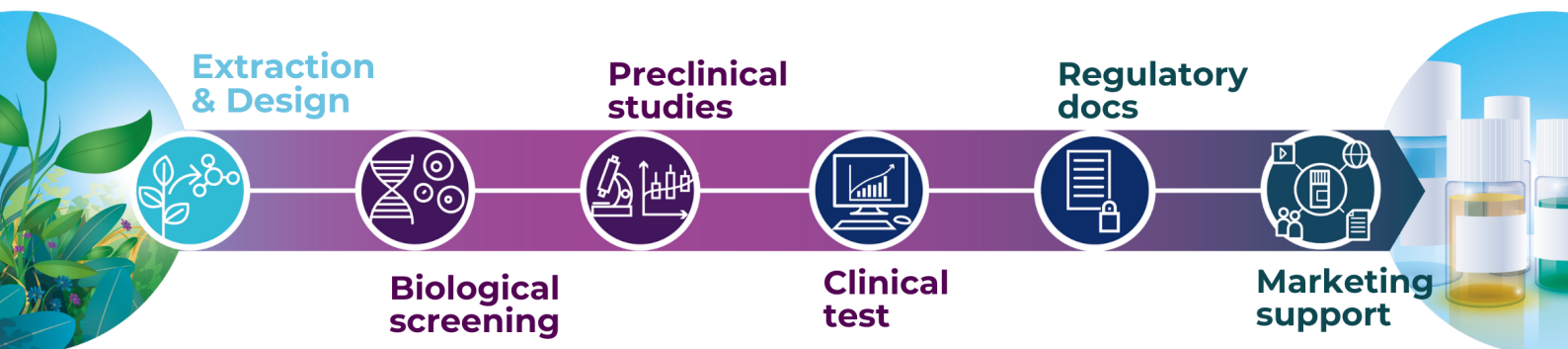
The cosmetics industry has gradually phased out animal testing, thanks to major scientific advancements in in-vitro testing and analytical methods. Two-dimensional (2D) skin cell cultures, organoids, and three-dimensional (3D) skin models allow researchers to realistically assess the effects of cosmetics on human skin before conducting tolerance tests on volunteers. Additionally, in-silico modeling, which leverages artificial intelligence, predicts ingredient toxicity without the need for animal experimentation.



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## Active ingredients from idea to market



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# Make-up, social media and self-esteem

Social media plays a central role in the daily lives of over 5 billion internet users, or 66% of the global population, influencing behaviors and consumer trends. From Generation X-Y to Generation Z, cosmetic brands and influencers have embraced digital communication to reach their target audience, particularly younger demographics, through platforms such as Instagram and TikTok.

Launched in 2016, TikTok has become the go-to platform for users aged 12-17, amassing over 1.5 billion users and 3.5 million downloads by 2024. Beyond entertainment, TikTok dictates major beauty trends. Concepts such as the «clean girl aesthetic,» «blush blindness,» and «cortisol face» emerge daily, driven by viral hashtags, massive engagement, and millions of videos.



## Social pressure and the rise of «Skin Shaming»

Digital platforms, with their beauty filters and unattainable beauty standards, have also fueled a phenomenon known as «skin shaming,» where natural skin features and imperfections are stigmatized. This can lead to increased anxiety among consumers, particularly teenagers and preteens. In response, cosmetic brands are gradually adopting a more inclusive approach, embracing diverse skin types and promoting body positivity messaging.

Concepts such as the «clean girl aesthetic,» «blush blindness,» and «cortisol face» emerge daily, driven by viral hashtags, massive engagement, and millions of videos.

One notable phenomenon born from this landscape is the rise of «Sephora Kids»: a generation of teenagers—and even preteens—heavily influenced by online beauty trends, adopting skincare routines akin to those of adults and spending lavishly at Sephora. This trend highlights early consumerism and a marketing shift increasingly targeting youth—even childhood.

This evolution raises several societal and scientific concerns:

- **Impact on skin:** Early exposure to certain cosmetic ingredients may disrupt the natural skin balance of young users.
- **Effects on self-perception:** Neuroscientific research indicates that social media significantly shapes body image and self-esteem among adolescents.
- **Regulation and ethics:** The commercialization of makeup and skincare products aimed at young consumers prompts ethical debates about the role of cosmetic marketing in childhood.

## Makeup: Men or No-Gender?

Men are increasingly investing in skincare (with 47% of men in France using skincare products) and makeup, whether to even out skin tone, enhance facial features subtly, or experiment with bold looks. Their preferred products include BB and CC creams, lightweight foundation, concealer, mattifying powder, setting sprays, and hydrating mists.



Due to higher testosterone levels, men's skin is structurally different from women's—it produces more sebum and has facial hair, yet the stratum corneum is thinner, making it more sensitive to external conditions. Consequently, male skin experiences aging at a slower pace. Although the global men's beauty market is valued at \$65 billion, it remains a niche segment within the broader beauty industry. Will the market evolve towards a no-gender offering with innovative unisex products?

### Specific makeup products for men by facial area:

- **Eyebrows and Eyes:** Eyebrow pencils or gels, transparent mascara (to discipline lashes and brows without visible effect), subtle kohl eyeliner
- **Under-Eye Circles:** Concealer
- **Lips:** Hydrating balm or exfoliant
- **Beard:** Beard densifying pencils or powders, fixing gel
- **Nails:** Transparent or colored nail polish, cuticle oil

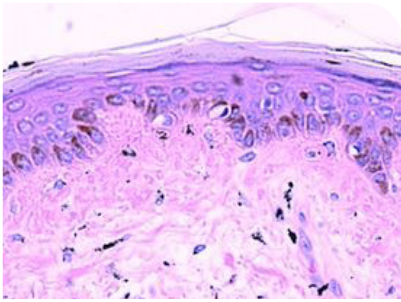
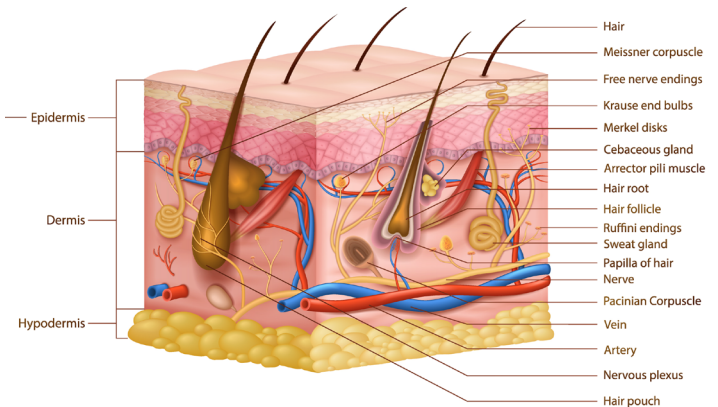
As the beauty industry continues to evolve, it remains to be seen whether makeup will fully transcend gender norms, offering products that cater to all individuals regardless of traditional categorizations.

# PRECLINICAL ASSAYS

## The skin barrier function and makeup products

All cosmetic products impact skin barrier, either beneficially through the improvement of skin hydration and barrier repair, or negatively leading to irritant-induced contact dermatitis, particularly for those with sensitive skin or pre-existing skin conditions. Nevertheless, the effect of makeup products on the skin's barrier function is often overlooked.

The skin acts as protective barrier against harmful environmental influences such as ultra-violet light, microorganisms, pollutants and environmental toxins, pesticides, or other chemical drugs. It also plays a role in regulating temperature and maintaining homeostasis by minimizing water loss. Disruption of this barrier can lead to moisture imbalance, allowing allergens and harmful chemicals to penetrate the skin. For makeup products like foundations and lipsticks, maintaining skin hydration is vital for achieving a healthy and flawless-looking skin.



Overall skin barrier integrity and hydration can be assessed by measuring Trans Epidermal Water Loss (TEWL) in vitro. Similarly, Transepithelial/transendothelial electrical resistance (TEER) allows to assess tight junctions and skin barrier integrity by measuring electrical resistance values in cell culture models such as reconstructed human epidermis. While skin absorption assays with diffusion cells or other percutaneous penetration techniques are used routinely to evaluate the potential passage of various molecules through the skin. Moreover, preclinical assessment grants a deeper understating of the potential impact of ingredients on skin barrier formation.

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Skin barrier function mainly relies on the stratum corneum (SC), the outermost layer of the epidermis. SC is formed by ultra-differentiated, metabolically unactive and tightly associated keratinocytes called corneocytes. These are embedded in a lipid-rich matrix and constantly renewed thanks to undifferentiated keratinocytes which proliferate in the basal layer of the epidermis and progressively differentiate while migrating towards the SC.

By examining various markers involved in this process it is possible to assess the potential impact of an ingredient on skin barrier formation. Key biomarkers include the distribution of proliferative keratinocytes (Ki67), their differentiation state (K5, K14, K1, K10, Loricrin, involucrin, Filaggrin), and proteins involved in the cornification (Transglutaminases 1, 3 or 5, Horneirin) and desquamation process (kallikreins). Also implicated in skin barrier function are components of the dermal-epidermal junction (Laminin 332, type IV collagen, nidogen-1 & 2, Perlecan and Integrin alpha6 and beta4) and tight junctions (Corneodesmosin, Zonula Occludens 1 (ZO1), Occludin, E-Cadherin, Desmoglein-1, Claudin 1) which are responsible for the cohesion between the corneocytes and prevent the transfer of various molecules through the SC.

Additionally, filaggrin degradation leads to Natural Moisturizer Factor (NMF), a key factor for skin hydration. Appropriate skin hydration and pH allow the proper functioning of skin enzymes involved in stratum corneum formation and cell cohesion. Therefore, besides filaggrin and NMF, markers such as Sirtuin-1 (controls filaggrin synthesis) and Caspase 14 (controls filaggrin degradation) are biomarkers of interest to evaluate in in vitro models.

Lipid composition and organization is also highly important for skin barrier function. Epidermal thickness, SC thickness and lipid organisation may be assessed using Raman

microspectroscopy while lipid composition is obtained using liquid chromatography coupled to high-resolution mass spectrometry. This may allow to evaluate in particular ceramide synthesis, subclasses, and organization.

On the other hand, a balanced skin microbiome is an important factor of the skin barrier function. The skin serves as the first line of defence against pathogens, by secreting antimicrobial peptides such as cathelicidin LL-37, types 1-4 alpha-defensins, psoriasin (S100A7), calprotectin (S100 A8/9), koebnerisin (S100A15) and RNase 7 which can be assessed preclinically. In today's beauty landscape, makeup products are expected to enhance appearance while also promoting skin health. Therefore, preclinical assessments of skin barrier function are essential for all cosmetic products to ensure they support skin well-being.

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# TESTING NEWS FOR MAKEUP

## Colour cosmetics, dressed your make up as a passion by Mérieux Nutrisciences

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



The end user experiences, integrated with AI and scientific research for personalized custom solutions, drive make up innovation. Now, make up formulations combine the skincare benefits to enhance appeal and skin health. Make up is now a multifunctional product blending skincare efficacy as hydration, antioxidant, SPF. Sustainability is prioritized through eco-friendly packaging and ethically sourced ingredients. Inclusivity expands shade ranges and formulations, addressing diverse skin tones and concerns, making makeup accessible

to all. The CosmeticLAB integrated a multi-tool approach and exploits the synergies of different techniques to test your colour cosmetics:

- Color cosmetic testing services: long-lasting makeup - volumizing lips - mascara as lengthening, volumizing, curling - water-proof make up - sweat-proof make up - brightness
- Plus testing services: formula and packaging - sustainable and clean beauty

## Real-time makeup performance & wear evaluation with Syres smart tools

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



With our connected app and tools, we provide our clients with instant feedback on their makeup products (foundation, lips, eyes, nails). Our volunteers can share their real-time opinions and experience on makeup performance and long-lasting wear through questionnaires, selfies, and video testimonials. Our notification and timestamp system ensures precise monitoring of makeup finish durability, allowing for rigorous validation of your long-wear claims—up to 24 or 48 hours after application.

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- Erythema
- Brown spots
- Hyper pigmentation



## Sensory evaluation and image analysis of make-up products by Imasens

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



As part of its new area dedicated to make-up, IMASENS offers **PROFESSIONAL EXPERTISE** for the **evaluation of this product range**. Imasens' **beauticians** assess the **organoleptic** characteristics of **make-up products for the complexion, eyes, lips and nails**, in terms of application, results and suitability for different skin types and complexions. This expertise is essential during the prototype screening phase, enabling brands to select the formulations with the most potential. In addition, IMASENS's services include the production of professional **photographs and image analyses**, enabling the performance of the make-up to be visualised. This combination **guarantees an objective and visual validation of the results**.

## Makeup evaluation with the C-Cube by Pixience

Pixience - [www.pixience.com/logiciel-clinique/](http://www.pixience.com/logiciel-clinique/)



The C-Cube is a high value-added tool for the clinical evaluation of makeup. Thanks to the measurement of the **Delta L\*a\*b**, it makes it possible to analyze the hold of products (resistance of a foundation for example). This same parameter can also study the effectiveness of a make-up remover.

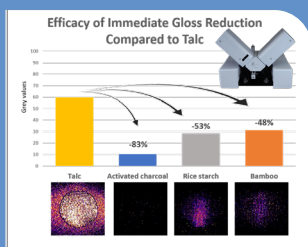
It also applies to other products, such as nail polishes: the C-Cube accurately measures the surface area of the polish after exposure to stresses (friction, solvents, etc.), thus offering objective data on their **resistance**. Ideal for clinical studies, it ensures **reliable** and **reproducible** validation of makeup product claims.

**C-Cube 3, your partner for unparalleled skin analysis.**



## U-Skin®: Fast-Track Your Cosmetic Performance Testing by Microfactory

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



Cosmetic product claims must be backed by rigorous scientific data, yet traditional **in vivo testing on human panels is time-consuming, costly, and highly variable**. **U-Skin®** changes the paradigm, offering a fast, reproducible, and scientifically validated alternative to **assess makeup and skincare performance in just two hours**. By replicating sweat and sebum excretion through a microfluidic synthetic skin, U-Skin® provides objective and repeatable measurements, bridging the gap between **lab testing and real-world product**

**performance**. This game-changing technology reduces development time, optimizes formulation selection, and strengthens claim substantiation with **clear, quantifiable results**. One of U-Skin®'s greatest strengths is its ability to evaluate **long-lasting, sweat-proof, and sebum-resistant** properties in cosmetics. Makeup formulations can be tested under controlled conditions to predict **breakdown, transfer resistance, and overall durability**. Foundations, powders, eyeliners, and mascaras can be analyzed for **sweat and humidity resistance**, enabling brands to **scientifically validate their long-wear claims** with unprecedented speed and accuracy.

### What Claims Can U-Skin® Validate?

- **Long-wear & sweat/sebum resistance** – Evaluate makeup durability under active conditions.
- **Oil control & mattifying effects** – Measure how well powders, primers, and skincare absorb excess sebum.
- **Hydration retention & barrier function** – Assess immediate moisturizing and protective effects of skincare. Get the film forming time and efficacy
- **Optical properties & color stability** – Quantify product effects on shine, light reflection, and tone correction.
- **Comparative benchmarking** – Objectively position products against market leaders.

Unlike human panel testing, U-Skin® eliminates variability and **delivers consistent, measurable results in record time**. It allows brands to **de-risk formulation choices, accelerate development cycles, and substantiate claims with strong scientific evidence**—all at a fraction of the cost.

### Revolutionize your testing strategy with U-Skin®

Whether you're developing next-generation makeup or skincare, U-Skin® provides the fastest, most reliable way to validate product performance. Don't wait weeks for data—**get conclusive results in hours** and stay ahead of the competition. **Discover U-Skin® today and bring confidence to your cosmetic claims!**

Fabrice Monti - [fabrice.monti@microfactory.eu](mailto:fabrice.monti@microfactory.eu)



# Interview

Natacha Sullivan  
 Founder of the Beauty of Caring CIC

Socio-aesthetician - [www.thebeautyofcaring.wixsite.com/mycic](http://www.thebeautyofcaring.wixsite.com/mycic)

## In a few words, how would you describe the use of cosmetic make-up products in your socio-aesthetic practice?

Cosmetic make-up in socio-aesthetics is a tool for empowerment, self-esteem restoration, and emotional well-being. It helps individuals regain confidence, dignity, and a sense of normality particularly those facing illness, trauma, or social vulnerability. In socio-aesthetic practice, make-up is more than a cosmetic tool—it is a means of restoring dignity, confidence, and emotional well-being for vulnerable individuals. Make-up offers a therapeutic and reintegrative approach to self-care.

## How would you define the contribution of make-up in its use in socio-aesthetics?

Make-up contributes to socio-aesthetics by providing psychological support, fostering self-expression, and improving self-perception. It plays a therapeutic role, helping individuals reconnect with themselves and society through beauty and care. Make-up in socio-aesthetics is not about vanity; it is about **well-being, dignity, and empowerment**. It serves as a simple yet powerful tool to **rebuild confidence and improve quality of life** for those who need it most.



## Which make-up products do you think are most essential for the disadvantaged and vulnerable?

- **Concealer/foundation:** Evens out skin tone, reduces signs of fatigue, illness, or stress.
- **Lip balm/tinted balm:** Hydrates and adds a touch of color for a healthier appearance.
- **Eyebrow pencil:** Restores facial definition, particularly for those experiencing hair loss.
- **Mascara:** Enhances the eyes, making them look more awake and expressive.
- **Multi-use cream blush:** Adds a natural glow to the cheeks and lips.

## What ideal make-up product would you like to offer to help vulnerable people?

- Hydrating & protective – contains skincare benefits, such as moisture-rich ingredients and SPF protection.
- Easy to apply – requires minimal effort and tools, preferably in stick, balm, or cream form.
- Multi-purpose – can be used on multiple areas (face, lips, and cheeks) to simplify routines.
- Lightweight & natural finish – provides a healthy, fresh look without heavy coverage.
- Suitable for sensitive skin – hypoallergenic, fragrance-free, and dermatologically tested.

Also I will care about: skin sensitivity due to medical treatments / Stress-related skin concerns (dryness, dullness) / Limited access to extensive beauty routines.



## About Natacha Sullivan

Natacha Sullivan is a socio-aesthetician who trained and graduated in Paris in 2012. She was previous TV makeup Artist and worked in Paris in various charities where she created and organised 1 to 1 session and wellbeing workshops for vulnerable people. In 2014 she moved to Singapore and decided to continue his work with local charities for vulnerable teenagers and The Cancer society. She also created and organized wellbeing workshops for the French expat community especially mum with babies. In 2015 she moved to Bristol and then discovered that Social Aesthetics didn't exist, and she never gave up and took the opportunity to volunteer in various local charities to show his knowledge but also to demonstrate the importance of this therapy with beauty treatment for vulnerable people.

She continued volunteering with a hairdresser during the pandemic and in 2022 BBC Radio Bristol and a local magazine released an interview and a video of his work with the homeless on the streets. Natacha received so many positive views and comments that she decided to quit her job in a French school to take back her dream to develop socio-aesthetics in Bristol. and hopefully all over the UK.

## About The Beauty of Caring

Natacha created in March 2022 a social enterprise called 'The beauty of Caring CIC' who is a unique concept in socio-aesthetics imported from France. The mission is to provide beauty and well-being treatments to underprivileged and vulnerable individuals, helping them feel better physically and mentally during difficult times. Through one-on-one sessions and group workshops, Natacha wants to restore their dignity, humanity, and confidence to the participants. This is a way to impact positively their healing processes. To start her work in Bristol she received the support and funding from Fondation L'Oréal in 2023 and 2024.

**"In socio-aesthetic practice, make-up is more than a cosmetic tool—it is a means of restoring dignity, confidence, and emotional well-being"**

Natacha Sullivan

Since she received other support and funding and this support is important and crucial to expand her mission of providing her beauty and well-being treatments. She's working with many charities who help vulnerable women but also marginalised women too like the refugee in Bristol and now working in Cardiff with 'Big Issue'.

The support and funding help to:

- Increase accessibility – offer free or subsidized beauty treatments to individuals facing hardship, illness, or difficult life circumstances.
- Promote well-being & confidence – use beauty therapy as a tool to restore dignity, self-esteem, and emotional well-being for those in need.
- Support community engagement – run workshops and group sessions where participants can learn self-care techniques in a safe and supportive environment.
- Expand services & reach – enable the organization to work with more healthcare facilities, shelters, and community hubs to reach a wider audience.
- Sustain & develop the initiative – ensure the long-term viability of the project by funding operational costs, product supplies, and skilled professionals to deliver services.

The next step is to raise awareness among students in schools about the importance of well-being, self-care, and the impact of socio-aesthetics in supporting mental and emotional health. Through educational sessions, Natacha aims to inspire young people to understand the connection

between beauty, dignity, and confidence, especially for those facing challenges. Additionally, she would love to commit to training individuals in socio-aesthetics, equipping them with the skills to provide therapeutic beauty treatments in medical, social, and community settings. By expanding this field, we can ensure more professionals are prepared to use beauty therapy as a powerful tool for healing and empowerment.







# Interview

## Corinne Dechelette Founder of La Peau Autrement

Scientific and technical-marketing consultant - [www.lapeauautrement.com](http://www.lapeauautrement.com)

### About Corinne Dechelette



“Learning, understanding and sharing skin knowledge”

Pharm.D and PhD.in skin biology, specializing in cosmetology, Corinne Déchelette combines science, philosophy and art history to explore the skin. Creator of the PEAUrigami® medical art concept, she is currently Secretary of the Société Française des Sciences Humaines sur la Peau and author of 8 essays on skin, including the LA PEAU ANALOGIQUE® collection.

### Makeup beyond appearance: a true act of self-care

Makeup is more than just a way to enhance beauty—it plays a key role in overall well-being and self-care. Far from being a mere aesthetic tool, it can have a significant impact on self-perception and even offer tangible benefits for skin health. In particular, corrective makeup serves as a therapeutic aid for individuals with visible skin conditions, providing both an aesthetic and psychological solution.

### Is makeup really just a superficial or frivolous act?

Makeup goes beyond mere aesthetics; it is a form of self-care with proven psychological benefits. Studies have shown a strong link between makeup use and improved self-esteem. Korichi et al. (2008) describe makeup application as a «holistic technique» that stimulates the senses of touch, smell, and sight. This sensory stimulation creates psychological pleasure, reinforcing self-image and perception. Moreover, makeup plays a role in emotional regulation and mood enhancement, serving as a daily ritual that can either mitigate negative feelings related to body image or amplify positive emotions (Korichi et al., 2008).

### What role does corrective or camouflage makeup play in dermatology?

Corrective makeup is a valuable therapeutic tool for managing visible skin conditions. Conditions such as severe acne, rosacea, vitiligo, melasma, and post-traumatic scars can significantly affect a person's quality of life. For these individuals, high-coverage, hypoallergenic makeup products provide a way to conceal lesions without worsening the underlying skin condition. Research has demonstrated that the use of corrective makeup leads to a significant improvement in patients' quality of life, as measured by the Dermatology Life Quality Index (DLQI).

### Can makeup be considered a skincare product?

Absolutely. Today, many makeup formulations incorporate skincare benefits, featuring active ingredients with antioxidant, hydrating, sun-protective, or anti-aging properties. For instance, some foundations enriched with UV filters offer both beauty enhancement and protection against photoaging. Others, like anti-acne foundations, contain salicylic acid, a keratolytic agent that promotes cell renewal and helps prevent breakouts. These innovations have given rise to a new category of hybrid products—“skincare makeup”—redefining the role of makeup in dermatological care.





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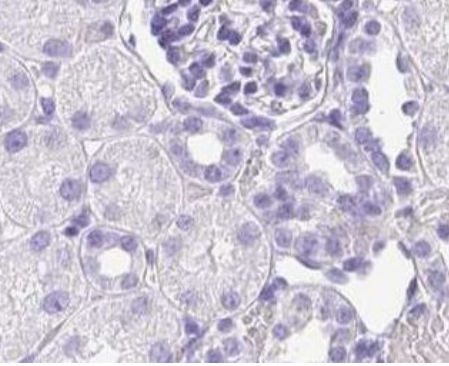
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# PRECLINICAL EVALUATION

**Just out: New Impedance Spectrometry and TEER - Evaluating integrity, permeability, and barrier quality of cell culture tissue by Courage & Khazaka**

**Courage & Khazaka** - [www.courage-khazaka.com](http://www.courage-khazaka.com)

The **CellSpectrometer CSM 2100** measures the resistance of a cell tissue layer to an alternating current over a range of frequencies. By determining how much electrical signal is blocked by the cellular layer, the measurement effectively assesses barrier integrity. This kind of evaluation is standard in many bio-/medical applications for e.g. permeability, absorption, drug delivery, toxicology, cancer research, environmental and food safety and many more.



Advantages:

- **Compatible** with many **standard 12 or 24 well plates**.
- **Transepithelial/transendothelial Electrical Resistance (TEER)** measured at 12.5 Hz and 1000 Hz available in only 15 seconds.
- **Full spectrum:** measurements across the entire spectrum from 1 Hz to 200 KHz for all cell cultures in just 100 seconds.
- Unique **patented Titanium Nitride coated electrodes** offer a significant improvement in **signal quality** compared to conventional electrodes.

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CTISKIN™ by CTIBIOTECH™ develop innovative solutions to perform preclinical safety and efficacy evaluation of active ingredients, dermatocosmetics, personal care and hair care products, therapeutic candidates, cell therapies, aesthetic devices, and medical devices.

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CTISKIN™ by CTIBIOTECH™ provide:

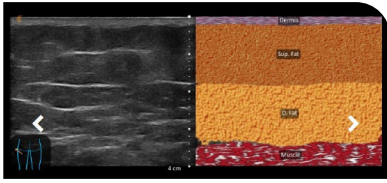
- **CTISKIN™ Ex vivo kit:** standardized and ready-to-use skin testing solution. We provide fresh skin biopsies immediately after surgery, biopsies that can be used for up to 11 days post-surgery. Our network of 200 healthcare professionals worldwide procures healthy and diseased skin, hair, scalp, and on-demand tissues from living donors with ethical consent.
- **CTIBabySkin® Kit:** Did you know that umbilical cords, often discarded after childbirth, can become a valuable resource for research? With the CTIBabySkin® Kit these tissues are repurposed to create an Ex Vivo sensitive skin model, a solution for baby and infant products.
- **CTISKIN™ Haircare:** Use our scalp discs biopsies or micro-dissected hair follicles grown in culture in 3D for the evaluation of certain proteins involved with hair maintenance and growth.
- **CTISKIN™ Single Donor Kit:** From 2 to 6 human skin cell types from the same donor (keratinocytes, fibroblasts, adipocytes, sebocytes, melanocytes, blood/immune cells) to reduce biological variations in your assays, with specific cell culture media and protocol.
- **CTISKIN™ MultiSkin:** 3D-Bioprinted full artificial skin models (dermis & epidermis) from one donor's skin cells. More than 10 years of extensive R&D nurtured this powerful & flexible technology to screen ingredients, finished products or for preclinical high throughput efficacy evaluation. This unique additive manufacturing technology enables 3D-Bioprinting of hundreds of full-thickness skin tissues with immunocompetent and accessory cells (macrophages, neutrophils, T-cells etc), hair follicles, sebaceous glands, vascular endothelium, or melanocytes.

**Dr. Nicolas Forraz** - [nico.forraz@ctibiotech.com](mailto:nico.forraz@ctibiotech.com)

# CLINICAL EVALUATION

## DEJ and SLEB in cosmetics: skin health indicators with clarius PAL HD Scanner by Dr. Goya Análisis

Dr. Goya Análisis - [www.laboratoriogoya.com](http://www.laboratoriogoya.com)



At Dr. Goya Analisis, the use of the Clarius PAL HD helps us to evaluate the efficacy of antioxidant, firming and anti-

aging treatments, optimizing strategies to improve skin health and appearance. The Clarius PAL HD Scanner allows us to analyze the state of the dermoepidermal junction (DEJ) and the subepidermal low echogenicity band (SLEB), key structures in skin health and the impact of oxidative stress on the skin. The DEJ is fundamental for the cohesion between the epidermis and dermis, providing support, firmness and regeneration of the skin, which with age and oxidative stress weakens, favoring sagging and wrinkles. SLEB alters in response to skin damage: its thickening suggests inflammation or dermal deterioration, while its thinning indicates loss of collagen and elastin.

## Ellead skin tone evaluation with color chip specialized for skin color analysis

Ellead - [www.ellead.com](http://www.ellead.com)



As Korea's first Clinical Research Company, Ellead utilizes its proprietary Ellead ColorMap to provide highly accurate analysis of color changes caused by cosmetic

efficacy without distortion. By incorporating uniquely researched skin tones into traditional colorimeters, we deliver more precise and reliable data. Ellead's in-house professional studio and dedicated photographers produce Before & After images that can be used for marketing purposes. We have diverse pool of test subjects, including Asian, Caucasian, Hispanic, and African-American individuals, allowing us to tailor research designs to meet clients' specific needs.

If you want to scientifically analyze your product and market it effectively, contact Ellead.



MITRA BIO

## MitraClock for the discovery of skin longevity interventions in-vivo by Mitra Bio

Mitra Bio - [www.mitrabio.tech.com](http://www.mitrabio.tech.com)



Mitra Bio, a London-based startup, has developed a non-invasive skin epigenetic test that replaces invasive biopsies with a simple tape-stripping method to collect skin cells for the analysis of DNA methylation markers. By assessing biological skin age, inflammation, and UV damage, the test can be used for measuring epigenetic biomarkers before and after treatment, providing precise insight into skin health and longevity interventions.

Currently being used in more than 20 clinical studies, the test evaluates the effectiveness of topical skincare, energy-based devices, supplements, and senolytic drugs.

Changes in DNA methylation – an important epigenetic modification – have been associated with aging and disease development. DNA methylation is a reversible modification that occurs in the human genome primarily on cytosines (5-methylcytosine) that are in a CpG dinucleotide context, and has been shown to exert a regulatory role on gene expression.

Mitra Bio is the first company to demonstrate the feasibility of using a tape stripping method combined with targeted methylation sequencing technology as a non-invasive approach to investigate DNA methylation changes in healthy skin.

At the center of Mitra Bio's platform is MitraClock - the first skin-specific epigenetic clock that was trained exclusively on skin samples collected non-invasively from the human face.

MitraClock outperforms established epigenetic clocks in measuring skin aging with non-invasively collected samples. Using an adhesive-based tape-stripping technology for skin sample collection combined with a targeted methylation sequencing approach, MitraClock enables repeated and reliable epigenetic assessments, thus supporting the development of personalised skincare as well as longevity interventions.

Shakiba Kaveh - [shakiba@mitrabio.tech](mailto:shakiba@mitrabio.tech)

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- SPECIFIC CARE PRODUCTS (SLIMMING, DARK CIRCLES, FULL BAGS)
- CARE PRODUCTS FOR SEBUM, SHININESS
- HAIR CARE PRODUCTS
- MAKE-UP (LASTING, ON FACE, LIPS, NAILS, EYES, EYELASHES, EYEBROWS, IN EXTREME CONDITIONS)

Food supplements



Beauty device



Aesthetic procedure



All skin type

multi-ethnic subjects

Multi-photoptype

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Accredited CIR

Testing centre :

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33 000 Bordeaux  
Tel : + 33(0)5 56 94 75 40

## China



Certified Test according to Chinese CSAR



Personal Information Protection Law

Testing centre :

Room 1111, shiji Building,  
n°233 zhongbei Road, WUHAN, CHINA  
Tel : + (0086) 027 87718696

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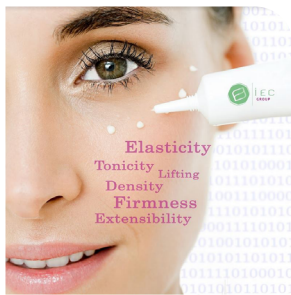
## Embracing diversity in beauty: Complife's new solutions for clinical testing across all skin types and climate conditions

**Complife** - [www.complifegroup.com](http://www.complifegroup.com)



Inclusive beauty celebrates the diversity of skin, valuing all skin types, across various environmental conditions and considering their specific needs. To support personalized care, Complife has developed a new patented device, the W&HS. This simulator exposes

skin to different temperature and humidity conditions, allowing to test your product performances in vivo under different climate conditions. Additionally, Complife has expanded with new subsidiaries in Romania and South Africa, increasing our capacity to conduct safety and efficacy tests across various phototypes, under diverse climate conditions, and on all skin types including those with specific needs such as extreme dryness, atopic or prone to acne. Want to discover more? Do not miss our next technical seminar at in-cosmetics global.



## IEC: Biomechanical expertise of the skin since 1994

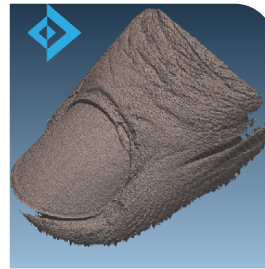
**IEC** - [www.iecfrance.com](http://www.iecfrance.com)

The exploration of cutaneous biomechanical properties has always been a topic of great interest for IEC for a better understanding of flexibility, firmness, elasticity and tonicity constants, in addition to a clinical expertise by tactile scoring (*communication Cosmetotest Lyon 2023*):

- **1994:** Suction measurement, Cutometer® (C&K), Short podium communication IFSCC Cannes 1998: investigations on stretch marks, tensing, firming products
- **2007:** Non-contact measurement, Dynaskin® (Orion/Eotech), Communication ISBS Lisboa
- **2016:** immediate and long-term effects with illustration of skin deformations
- **2018:** Dynamic non-contact measurement, SkinFlex® (Orion TechnoLab), Engineering thesis with Orion, 2020: compact device for multicenter and multiethnic studies in the 9 IEC global centers
- **2025:** DynaSKIN2® (Eotech) combined with AEVA®-HE for 3D measurements of the deformation of the skin.

## EvaSURF the most accurate 3D imaging solution for nails and skin replicas by Eotech

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



As a result of the development of **artificial nails**, the need to measure the surface condition of the nails has increased. At the same time, the measurement of skin relief through replicas remains widely used, due to several advantages. In these two cases, Eotech offers a

3D imaging solution by fringe projection featuring an unmatched resolution: the **EvaSURF**. This scanner is mounted on a geared column oriented towards the surface to be measured. Its narrow field of view (25x20mm), well adapted to the nails as to the replicas, allows to reach a lateral resolution of 10µm and a z-resolution lower than 1µm. In combination with the **AEVA** scan and analysis software, it quantifies skin micro-relief, pores and ridges and provides highly accurate 3D visuals.



## C.L.A.I.M.S. Pvt. Ltd, INDIA; among top 10 CROs in Asia for Skin, Hair, Body, Personal and Homecare products.

**C.L.A.I.M.S.** - [www.claimsclinical.com](http://www.claimsclinical.com)

Providing international standard clinical research services for cosmetics, cosmeceuticals, dermatologicals, pharmaceuticals, dietary supplements, nutraceuticals and personal health products, C.L.A.I.M.S. Pvt. Ltd. has emerged as the most reliable CRO offering safety, efficacy and sensory studies. Now operating for 16 years from 2 sites in Mumbai, C.L.A.I.M.S. conducts multicentric trials across India, and has completed over 2000 trials.

With its emphasis on quality, C.L.A.I.M.S. is ISO 9000-2015 certified, and is awarded one of the Top 10 CROs in Asia. With its well-trained team of clinical researchers, medical professionals, top-of-the-line bio-medical measuring and imaging equipment, C.L.A.I.M.S. has the expertise to design & execute complex clinical trials with unique methods for substantiating clinical evidence. Offering services across in-vivo, in-vitro, and skin penetration studies, and having an ethics committee registered with regulatory bodies in India, C.L.A.I.M.S. adheres to the utmost quality & stringent worldwide accepted guidelines & protocols.

C.L.A.I.M.S. is audited by national and international cosmetic, personal care and pharmaceutical companies. Its team has scientific publications in national and international journals.

C.L.A.I.M.S. has developed its own patch chambers that are tested and proven to be comparable to internationally available patch chambers, results being published in peer-reviewed journal. These are available commercially for use.

**C.L.A.I.M.S.** - Aditi Deshpande - [sales@claimsclinical.com](mailto:sales@claimsclinical.com)

# Dive into the global testing evolutions



Since 2015, Skinobs has been a key reference in the beauty testing industry, meticulously analyzing global developments that shape product innovation, regulatory compliance, and scientific communication. The evolution of cosmetic testing is driven by technological advancements, shifting consumer expectations, regulatory frameworks, and environmental considerations. Since the 1990s, cosmetic testing has been central to product development, spanning early-stage R&D, formulation, regulatory compliance, and scientific validation of both active ingredients and finished products. Today, the beauty sector is increasingly aligned with scientific research, fostering collaborations between brands, dermatologists, and multidisciplinary experts.

Preclinical trials and clinical studies ensure evidence-based product validation, reinforcing both safety and efficacy claims while enhancing consumer confidence and brand credibility. Drawing insights from international conferences, CRO visits, and expert discussions, Skinobs identifies emerging trends and innovations, ensuring continuous advancement in testing methodologies. Through this analytical approach, Skinobs contributes to the dissemination of scientific excellence, bridging research and industry to support cutting-edge, reliable cosmetic evaluation.

## CULTURAL INFLUENCES ON COSMETICS INDUSTRY

### South Korea

The Korean Wave (Hallyu) has propelled K-Beauty onto the global stage, redefining cosmetic standards through an intricate fusion of scientific innovation and traditional skincare methodologies. In South Korea, beauty transcends aesthetics, reflecting a **holistic philosophy** centered on self-care and well-being.

Trends such as «glass skin», characterized by a **flawless, luminous complexion**, and the seven-step skincare regimen exemplify South Korea's influence on global beauty practices. Korean cosmetic science integrates cutting-edge technologies, including microencapsulation, microneedling, and fermentation, with heritage skincare ingredients to enhance efficacy and safety.

R&D remains central, with K-Beauty brands collaborating with dermatologists and researchers to substantiate product claims through scientifically validated testing protocols. **This rigorous evidence-based approach**, reinforced by quantifiable efficacy data, ensures high-quality formulations, fostering consumer trust, satisfaction, and industry leadership. K-Beauty's scientific rigor and innovation-driven methodology continue to set new global benchmarks in cosmetic science.

### Brazil and South America

The South American beauty and cosmetics industry, particularly in Brazil, is evolving towards natural, sustainable formulations and consumer-driven innovation. Rising concerns over synthetic chemicals have fueled demand for plant-based ingredients and eco-friendly products, while Gen Z increasingly seeks high-performance anti-aging actives. Skincare routines favor multifunctional products, and sun care innovations focus on advanced **photoprotection and post-sun repair**. The "skinification" trend extends skincare ingredients to haircare, reflecting the sector's rapid expansion, with Brazil projected to reach \$770 billion by 2028.

Hydration, thermal protection, and styling remain key concerns, with brands investing heavily in research and testing. Personalized deodorants and gender-neutral formulations are also gaining traction, reinforcing inclusivity. Overall, the market is shifting towards efficacy-driven, culturally attuned, and sustainable solutions. Both local and international brands are heavily investing in R&D, while regional testing laboratories provide extensive in-vivo and wick testing methodologies. **Brazil's unparalleled diversity** of hair types offers international brands a valuable testing ground for evaluating product efficacy on a discerning consumer base.

## Europe

In recent years, the European market has increasingly prioritized clean beauty and sustainability. The demand for organic, cruelty-free, and ethically sourced ingredients has become a key driver, appealing to **environmentally conscious consumers** seeking products aligned with their ethical values. This trend extends to **wellness-oriented formulations**, incorporating aromatherapy, botanical extracts, and holistic practices into daily skincare routines.

The European concept of «**skinalism**» advocates for a minimalist approach to skincare, emphasizing fewer but highly effective products that enhance the skin's natural radiance. Cosmetic brands rely extensively on clinical testing, integrating **classic and advanced biometrological measurements** to visualize and quantify effects on skin and hair with scientific rigor.

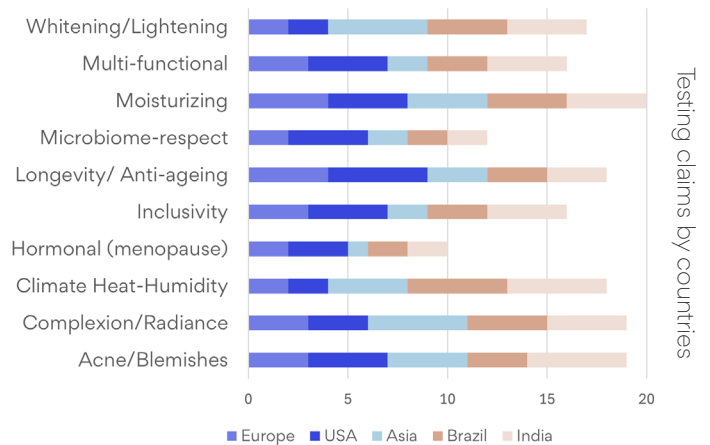
Additionally, consumer perception studies remain integral, offering in-depth insights into user acceptance and experience. European testing laboratories provide cutting-edge services, leveraging AI-driven and optical technologies to enhance precision in cosmetic evaluation.

## North America

American beauty standards emphasize **individuality and self-expression**, fostering a dynamic industry that continuously evolves. In the United States, beauty is increasingly linked to self-confidence and personal identity, with a strong shift towards **inclusivity** and representation, celebrating diverse skin tones, body types, and consumer needs. American skincare practices prioritize efficacy and convenience, favoring **multi-functional formulations**. Trends such as the “no-makeup makeup” look promote a natural aesthetic, while minimalist skincare routines—typically comprising cleansing, moisturizing, and sun protection—reflect a preference for practicality in fast-paced lifestyles.

American beauty brands excel in digital marketing, leveraging social media platforms like Instagram and TikTok to engage with younger demographics, shaping consumer preferences through highly interactive and trend-driven strategies.

The evaluation of cosmetic products is now organized around the new **Mocra regulations**. Consumer tests supported by before-and-after photos and consumer testimonials are very much in vogue. Studies are conducted as close as possible to normal conditions of use; with consumers whose beauty routine is perfectly consistent with the products tested. These use tests are supplemented by tolerance tests supervised by dermatologists.



# Testing cosmetics and pharmaceuticals

Attests is a long-standing agency for major cosmetics and pharmaceutical groups. Working closely with their R&D and Marketing departments, they organise your tests and select volunteers whose profiles match the targets of the new products being tested.

[www.attests.fr](http://www.attests.fr)





## SOCIETAL AND SCIENTIFIC TRANSFORMATIONS: THE EMERGENCE OF CLEAN-BEAUTY TECH

The beauty industry is undergoing a profound transformation, propelled by scientific advancements and evolving consumer expectations. The convergence of clean beauty, longevity-focused skincare, menopausal care, medical aesthetics, personalized treatments, and microbiome research underscores a shift towards evidence-based, high-performance formulations. As cosmetic science continues to integrate cutting-edge technologies and sustainable practices, the industry is poised to offer more effective, safer, and ethically responsible products, aligning with the future of cosmetics innovation.

### 1. Longevity and long-term skin health

The increasing focus on environmental factors, including pollution and the exposome, is driving the development of new skincare evaluation protocols. The demand for specific claims such as antioxidant efficacy is now expanding towards more advanced biomarker-based studies. This paradigm shift underscores a transition from purely aesthetic skincare to a more comprehensive approach that prioritizes **long-term skin health**. In 2024, emerging claims such as «regenerating,» «firming,» and «repairing» have gained prominence, following the enduring demand for «anti-aging» products. This evolution parallels the rise of clinical testing methodologies that embrace the «well-aging» concept—an approach centered on **maintaining skin health, natural beauty, and overall well-being**, rather than merely combating signs of aging. Consumers increasingly favor products that offer sustainable, long-term benefits, reflecting a more balanced and scientifically grounded perspective on aging.

### 2. Clean beauty and environmental responsibility

The growing prominence of «clean beauty» underscores the necessity of product analysis to ensure formulations do not leave persistent environmental residues. The quantification of microplastics and per- and polyfluoroalkyl substances (PFAs), commonly found in water- and sweat-resistant products, has become a critical aspect of safety assessments. In parallel, testing laboratories are developing methodologies to evaluate the **toxicity of sunscreen** formulations on marine ecosystems. These assessments result in an eco-responsibility score, guiding formulation improvements and substantiating eco-conscious claims. This trend highlights a shift towards transparency and sustainability in product development, ensuring compliance with evolving regulatory and consumer expectations.

### 3. Innovations in postmenopausal skincare

The development of skincare formulations tailored specifically for menopausal women reflects an increased awareness of their unique dermatological and physiological needs. This transition signifies a broader **societal transformation**, wherein menopause is no longer a taboo but an integral factor in brand development strategies. The decline in estrogen levels induces significant skin changes, including **reduced density and elasticity, increased dryness, slower cellular renewal, and diminished collagen and hyaluronic acid production**. In response, the cosmetic industry is formulating targeted products designed to enhance hydration, mitigate inflammation, and counteract oxidative stress to reinforce the skin barrier. Furthermore, menopausal skincare is adopting a holistic approach that integrates topical treatments with nutraceuticals to promote overall well-being. This convergence of external and internal care highlights a commitment to scientifically driven, comprehensive solutions that address **both the aesthetic and functional aspects of aging skin**.

### 4. Medicalization of skincare

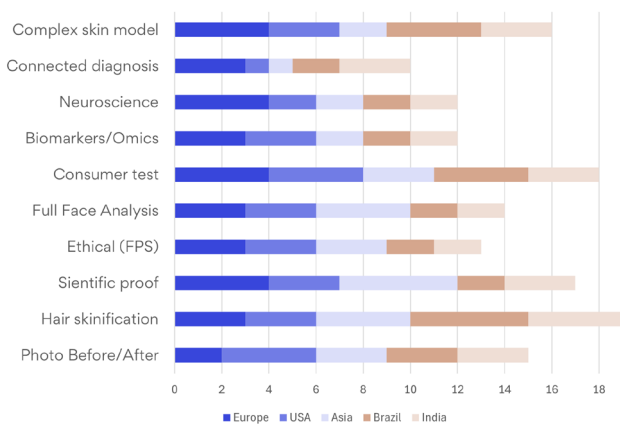
Consumers increasingly demand skincare solutions with clinically validated efficacy, driving the intersection between cosmetics and medical aesthetics. The expansion of **non-invasive medical aesthetic treatments** -including botulinum toxin injections, dermal fillers, laser therapies, radiofrequency, and high-intensity focused ultrasound- is directly shaping cosmetic innovation. This influence is evident in the proliferation of **pre-procedural skin preparation** protocols and post-procedure recovery treatments that incorporate advanced regenerative, soothing, and reparative formulations. With a heightened emphasis on scientific substantiation, dermocosmetics products now undergo rigorous in-vitro, ex-vivo, and clinical evaluations to ensure both efficacy and tolerance. This transformation compels the cosmetic industry to adopt **pharmaceutical-grade standards** while enhancing transparency in the communication of scientifically proven results.

“Anti-ageing”, “Pro-ageing”, “Well-ageing” claims, What else!

*“The various recent approaches to the evaluation of so-called «anti-aging» products provide a fresh look at how to evaluate these claims in cosmetics. Should anti-aging claims be considered as a snapshot of a race against time, a frantic race that leads inexorably to skin aging? The world is aging, and cosmetics brands need to adjust their discourse around the claims of their products and adapt to consumers who want to take care of their skin but not give up on their ‘age,’ their way of living this period of their lives.”*

Anne Charpentier

Testing technological factors by countries



## 5. Personalization and advanced diagnostics

The advent of artificial intelligence (AI) and cutting-edge skin diagnostic technologies—such as 3D imaging, spectroscopy, and biometric analysis—has enabled highly personalized skincare solutions. **Dermatology-inspired product lines** are leveraging microbiome profiling, genetic screening, and DNA-based diagnostics to develop bespoke treatment protocols. This precision-driven approach allows consumers to receive **tailored formulations** that address their unique skin conditions, optimizing therapeutic outcomes and reinforcing consumer trust in science-backed beauty solutions.

## 6. The expanding field of microbiome research

Scientific interest in the microbiome has surged, underscoring its crucial role in skin health. The term «microbiota» refers to the

diverse community of microorganisms—bacteria, viruses, fungi, and protozoa—residing in specific environments such as the human skin. The «microbiome,» however, extends beyond the microbiota, encompassing not only these microorganisms but also their genetic material and biochemical interactions with the host. This broader perspective highlights the **microbiome's functional role in maintaining skin homeostasis**, modulating immune responses, and influencing dermatological conditions. Advances in microbiome research are driving the development of skincare products designed to support a balanced skin microbiome, integrating prebiotics, probiotics, and postbiotics to enhance cutaneous resilience.

## TECHNOLOGIC INSPIRATIONS: THE RISE OF IA AND CONNECTED BEAUTY

These innovations in the field of testing for cosmetics contribute to greater scientific credibility, ensuring that cosmetic claims are supported by objective, quantifiable physiological evidence. As biomarker-based evaluation continues to evolve, it is shaping a new era of precision skincare, where formulations are not only tailored to consumer needs but also scientifically validated for enhanced efficacy and safety. The ideal scenario arises when the societal and cultural imperatives of a market intersect with scientific and technological advancements, enabling significant progress that benefits consumers, society, and industry stakeholders alike. This dynamic has defined the cosmetics industry since its inception, making it both an inspiring and enthusiastic field of innovation.

### 1. The skin-brain approach: a scientific and sensory revolution

Today, the skin is recognized as a neurosensory interface, incorporating scientifically validated strategies to optimize both well-being and cosmetic efficacy. The bidirectional connection between the cutaneous nervous system and the brain highlights the influence of sensory stimuli on the skin's biological and emotional responses. Neurocosmetics specifically target cutaneous receptors involved in sensory perception by modulating key neurochemical mediators such as dopamine, oxytocin, and endorphins. This regulation contributes to emotional well-being by reducing oxidative stress and inflammation induced by environmental and psychological factors. This approach is now fully integrated into cosmetic formulation and evaluation, leveraging advancements in neuroscience, biotechnology, and artificial intelligence. The efficacy of neurocosmetics is assessed through a combination of physiological (heart rate, skin conductance, EEG), psychological (implicit perception, questionnaires, emotional response), and behavioral (facial and gestural expression) measurements. These multi-criteria analyses enable a comprehensive evaluation of a product's impact on both perception and subjective experience.

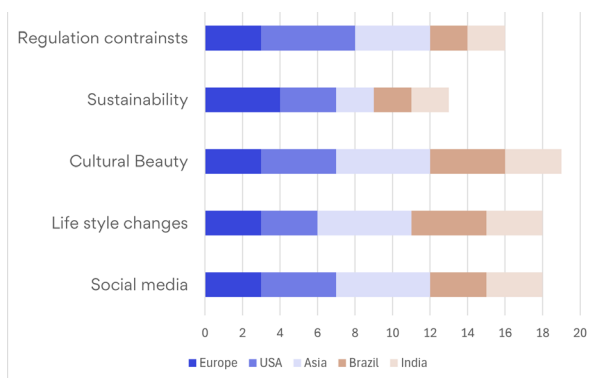
### 2. Holistic, emotions and neurosensory studies

We are seeing an increase in the importance of the “well-being” claim. This confirms a growing shift towards a more holistic approach to skincare, which focuses on overall wellbeing rather than simply combating the visible signs of skin. The demand for beauty routines that act holistically is helping to develop new tests based on neuroscientific approaches. A very strong trend towards measuring emotions using neurosensory analysis is now on every lips.

### 3. Biomarkers and omics analysis

In 2025, advancements in skin biomarker analysis through advanced skin sampling are revolutionizing cosmetic science, enabling a deeper understanding of cutaneous physiology and product efficacy at the molecular level. Cutting-edge multi-omics studies allow for comprehensive profiling of skin conditions facilitating their identification of molecular signatures. The innovations in omics technologies (genomics, transcriptomics, proteomics, and metabolomics) and in non-invasive optical techniques such as LC-OCT, Raman spectroscopy, electron or confocal microscopy are driving the evaluation of the performance of highly targeted skincare with unparalleled precision.

Testing overall factors by countries



#### 4. Advancements in at-home skin diagnostic tools

These intelligent devices leverage cutting-edge advancements in artificial intelligence (AI), optical imaging, spectroscopy, and biosensors, ensuring an increasingly accurate and reliable assessment of skin parameters. By 2025, the rise of **at-home skin diagnostic** technologies is transforming clinical testing by enabling real-time, highly precise analyses on a significantly larger subject pool compared to traditional biometrological studies conducted in laboratories. Devices such as smart mirrors, smartphone-compatible probes, and portable dermoscopes provide instant diagnostics, while integrated applications offer personalized recommendations.

#### 5. AI and sensor-based technologies

High-resolution 3D scanners, multispectral imaging, and polarized light spectroscopy enable the quantification and visualization of key physiological parameters such as hydration, pigmentation, wrinkle depth, sebum levels, and scalp health. Additionally, **smart patches and microfluidic sensors** assess barrier integrity by detecting physiological variations before and after product application. Machine learning algorithms, utilizing vast data sets, enhance automation and the scalability of analyses, significantly expanding the scope and accuracy of evaluations.

#### 6. New ISO and better ethics for SPF determination

The assessment of Sun Protection Factor (SPF) has progressed significantly with the introduction of alternative methods to in vivo testing, ensuring enhanced safety, efficacy, and regulatory compliance. Until December 2024, SPF evaluation relied on in vivo erythema-based trials, raising ethical and methodological concerns. In response, ISO standardized two methodologies: the **Double Plate Method (DPM - ISO 2375)** and **Hybrid Diffuse Reflectance Spectroscopy (HDRS - ISO 23698)**. The DPM offers a fully in vitro approach, utilizing robotic application and treated polymer double plates to replicate UV filter absorption, ensuring reproducible and standardized results. Meanwhile, HDRS integrates in vivo and in vitro assessments through diffuse reflectance spectroscopy (DRS), quantifying UVA absorbance (320-400 nm) on human skin with and without sunscreen application. By mathematically hybridizing in vitro UVB absorbance with in vivo UVA data, HDRS provides a comprehensive, standardized UV protection profile.

#### 7. The booming of in-vitro assays

In response to evolving beauty market trends, preclinical assay solutions have advanced to include a wide range of tests such as in-silico, in-tubo, in-vitro, and ex-vivo. These tests evaluate various aspects like safety, stability, ecotoxicity, biodegradability, microbiology, content-container interactions, UV protection, and overall efficacy. For efficacy assessment, this progress is driven by a **deeper understanding of skin biology** and the discovery of biomarkers, alongside innovations in assay optic and dosage methodologies and IA applications. These platforms now allow for testing not only on cells but also on **3D skin models and organ-on-chip systems, incorporating microfluidic technology to replicate live skin with added complexity, including melanocytes, neurons, capillaries, sebaceous glands, and hair.** This technological evolution allows for a more accurate representation of skin reactions, which not only improves the accuracy of the tests, but also their variety, as these improved models provide more complete and reliable data.

#### 8. In-silico analysis: a predictive paradigm

In-silico testing revolutionizes cosmetic science by using artificial intelligence (AI) and molecular modeling to predict ingredient safety, efficacy, and formulation stability. These methods assess toxicological risks (irritancy, sensitization) and **simulate biomolecular interactions**, including microbiome effects. For efficacy, in-silico models quantify biological pathways involved in aging, inflammation, oxidation, and hydration, predicting effects on key biomarkers like collagen and hyaluronic acid. Supported by regulatory agencies (REACH, SCCS) and the OECD, these methods integrate omics data (genomics, proteomics, metabolomics) and advanced neural networks, enhancing product safety, preclinical screening, and regulatory compliance.



##### Main references

Scientific events: IFSCC Congress Barcelona 2023 - Brazil 2024, 2024 SFC Scientific meetings - Cosmetotest

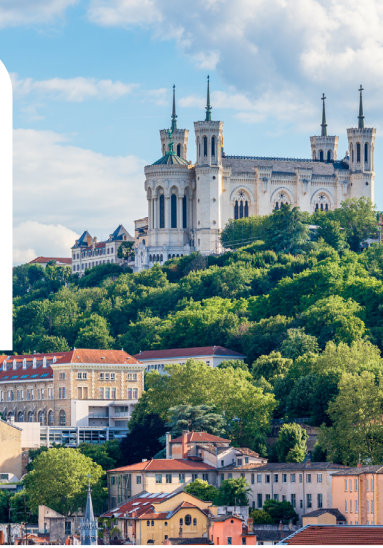
Beauty shows and meetings: in-cosmetics Global, Korea, Asia, Latina, HPCI India

Technical seminars: Mintel, Euromonitor

Exchanges with testing experts, consultants and Skinobs'partners around the year

# SUMMARY

## Skin Science Days 2025



The 32nd edition of the Skin Science Days, organized by Cosmet'in Lyon, in February, presented scientific lectures on the dynamic interactions shaping skin physiology. This symposium gathered leading experts to explore cutaneous biology, neurocutaneous interactions, microbiome research, and technological innovations driving dermocosmetics advancements. The opening lecture by Dr. Graça Raposo (Institut Curie) delves into the role of extracellular vesicles, including exosomes and ectosomes, in cutaneous immunity and pigmentation regulation, highlighting their potential as novel bioactive agents in skin intercellular communication.

### Skin and nature: environmental and botanical interactions

This session critically examines the environmental footprint of sunscreens (Pr. Philippe Lebaron, LBBM) and draws parallels between plant epidermal defense mechanisms and human skin adaptation (Pr. Gilles Comte, CNRS). Innovations in plant-derived exosomes for skin and hair care applications (S. Alves, Vytrus Biotech) and the therapeutic potential of cyanobacteria from thermal waters (J. Demay, Muséum National d'Histoire Naturelle) underscore bioinspired strategies in cosmetic science.

### Skin and brain: neurocutaneous interactions and sensory research

The bidirectional communication between the nervous system and the skin is explored through co-culture models integrating sensory neurons and epidermal cells (Dr. N. Lebonvallet, CHU de Brest). Cutting-edge artificial intelligence (AI) and machine learning approaches (C. Rolland, newBrain) are introduced to decode emotional responses in skin-brain interactions, complementing research on cellular crosstalk in holistic well-being (A. Cico, Sederma).

### Microorganisms and skin

Advancements in shotgun metagenomics reveal microbiota's role in scalp disorders (L. Cattuzzato, Lucas Meyer Cosmetics), while novel quorum sensing inhibitors

are investigated for controlling bacterial virulence on skin (S. Leoty-Okombi, BASF). The session further examines skin as an integrated functional ecosystem (I. Metton, Phylogene) and explores AI-driven microbiome modeling for personalized skincare solutions (E. Jungman, HelloBiome).

### Skin and skin: cellular and structural insights

The intimate relationship between dermis and hypodermis is studied through 2D and 3D imaging technologies (J.-M. Lagarde, Imactiv-3D; M. Keophipath, DIVA Expertise). Advances in spatial transcriptomics (Dr. Y. Ghavi-Helm, IGFL) offer a novel perspective on gene expression mapping in skin tissues, while research on senescence and stromal cell migration (S. Ben Hammamia Ouni, LVMH Recherche) highlights strategies for cellular rejuvenation using natural bioactives.

### Young researchers session: next-generation innovations

Emerging research includes SARS-CoV-2 skin transmission pathways (M. Barthe, PKDERM), lab-grown 3D skin for ingredient testing (A. Vialle, CTIBiotech), and aging-associated microRNA in fibroblast-derived exosomes (Y. Sato, Kosé Corporation). Additional studies explore HPV-host interactions in 3D skin models (M. Laganà, Université Paris-Saclay) and micropump technologies for biomedical applications (A. Geffrelet, Université Paris-Saclay).

This high-caliber scientific event fosters interdisciplinary collaboration, integrating biotechnology, dermatological research, and AI-driven innovations to redefine cosmetic and dermatopharmaceutical sciences. By fostering collaborations between academic institutions, industrial R&D, and clinical research, the Skin Science Days Symposium propels cutting-edge dermatological discoveries into practical applications, shaping the future of cosmetics and skin health sciences.

See you in 2027!

Mariana Carranca - InSkin Consulting

### How to explore the aging-related microRNA in dermal fibroblasts-derived exosomes

Yuri SATO | Kosé Corporation

The study identifies EFEMP2 as a senescence-inhibitory gene and demonstrates that its knockdown in fibroblasts increases extracellular miR-570-3p levels. Functional analysis reveals that miR-570-3p induces senescence by enhancing proliferation, upregulating SA-a-gal, and suppressing SIRT1 in fibroblasts and keratinocytes, suggesting it as a potential target for senescence modulation.

### What can spatial transcriptomics do for you?

Dr YAD GHAVI-HELM | ENS Lyon

Spatial transcriptomics integrates gene expression profiling with spatial localization, merging RNA sequencing and histology. The Spatial-ScERA method employs massively parallel reporter assays, single-cell RNA sequencing, and spatial reconstruction via optimal transport, enabling cell-type-specific enhancer mapping in a 3D virtual tissue model.

# TOP COSMETICS CLAIMS 2024\*

*\*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 AND MOISTURIZING

The beauty industry's evolving market trends have led to significant advancements in preclinical evaluation methods. These methods, including in-silico, in-tubo, in-vitro, and ex-vivo assays, assess various factors such as safety, stability, biodegradability, and efficacy. Key developments stem from a deeper understanding of skin biology and biomarker discovery, alongside innovative assay platforms. These platforms facilitate testing on cells, co-cultures, and sophisticated models like 3D skin constructs and organ-on-chip systems using microfluidics. By incorporating neurons, capillaries, and other skin elements, these models offer enhanced complexity and more accurate, real-life testing conditions.

In the beginning of 2024, new claims have appeared in the most searched, such as "moisturizing", "smoothing", "anti-inflammatory" and "radiance", gaining prominence behind the dominant "anti-ageing" claim.

This transition reflects a change towards a more holistic approach, known as "well-ageing". Rather than focusing on fighting the signs of ageing, this trend emphasizes maintaining skin health, the skin natural beauty and well-being. This change in rhetoric appeals to consumers who are increasingly looking for products that support long-term care and wellness, rather than short-term fixes, and a more balanced and realistic view of ageing.

Overall, there is less research on efficacy tests and a more balanced distribution with the other test categories. The increased importance of research into consultancy services reflects a move towards informed and scientifically based product development. At the same time, the increase in research into UV in-vitro tests shows the importance of these evaluations as a guarantee of their correct and safe use by consumers. These research trends collectively illustrate a dynamic and evolving approach within the cosmetics industry, driven by the need for ever greater safety, scientifically proven efficacy and alignment with holistic and informed consumer demands.



## TOP 8 CLAIMS

*2023 datas*

- 1 Moisturizing  
*Anti-ageing*
- 2 Well-ageing  
*Hydration*
- 3 Anti-oxydant  
*Anti-oxydant*
- 4 Anti-inflammatory  
*Barrier function*
- 5 Anti-hair loss  
*Anti-inflammatory*
- 6 Radiance  
*Non irritating*
- 7 Smoothing  
*Soothing*
- 8 Anti-pollution  
*Anti-blue light*

## TOP 8 CLAIMS

2023 datas

- 1 Moisturizing  
*Hydration*
- 2 Well-ageing  
*Anti-ageing*
- 3 Soothing  
*Firming*
- 4 Barrier function  
*Depigmenting*
- 5 Anti-pollution  
*Barrier function*
- 6 Oxygenating  
*Anti-inflammatory*
- 7 Smoothing  
*Anti-wrinkles*
- 8 Antioxidant  
*Glowing*

## CLINICAL EVALUATION THE RISE OF WELL-AGEING

On the clinical evaluation field, we are seeing a similar increase in the importance of searches for the “ageing well” claim, which has become one of the most searched on the platform, with the “moisturizing” claim. With associated claims such as “firming” or “barrier function”, this confirms a growing shift towards a more holistic approach to skincare, which focuses on overall wellbeing rather than simply combating the visible signs of ageing. The

demand for beauty routines that act holistically is helping to develop new tests based on neuroscientific approaches.

Biometrological testing remains at the forefront of research, accounting for 69% of all tests, when it was only 55% in 2023. Despite this uprising, the split is now more balanced between consumers tests (7%) and tolerance testing (8%).

This report sheds light on the evolving landscape of cosmetic testing, providing valuable guidance to brands and stakeholders in the industry, aiding them in aligning their product development strategies with emerging consumer demands and preferences.

Overall, these changes signify a paradigm shift in beauty science, emphasizing a holistic understanding of human biology and its connection to beauty. It shows the industry’s commitment to innovation and inclusivity, driven by advancements in technology and a deeper comprehension of human physiology.

## Professional, flexible tools for advanced skin analysis

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### DermaLab Combo & Mini

Choose the probes that meet your needs:

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- Hydration
- Dermoscope Camera
- Color
- Elasticity
- TEWL
- pH
- Temperature
- Sebum

### Colorimeter DSM-4

Accurate measurements:

- Color
- Pigmentation
- Erythema
- ITA



# SUMMARY SPIM 2024



The 9th SPIM - Skin Physiology International Meeting 2024 organized by the Greentech Foundation took place in Vichy from November 21 to 22. This international congress, held only once every two years, is dedicated to presenting the latest research in skin physiology. The congress provides an opportunity to discuss the latest innovations in this field.

## Cutaneous homeostasis

Dr Sonkoly (Uppsala, Sweden) presented the major role of non-coding RNAs in this cutaneous equilibrium. Dr Green (Chicago, USA) presented the role of desmosomes in maintaining skin barrier function and controlling inflammation. Dr Matos (Amsterdam, Netherlands) highlighted the role of skin-resident T lymphocytes in maintaining the skin's immune homeostasis.

## Skin barrier

Professor Akemi Ishida Yamamoto (Asahikawa, Japan) showed that it was possible to explain the transmission mechanism of lamellar bodies between the different layers of the stratum granulosum using 3D transmission electron microscopy. Professor Indra (Portland, USA) recalled the role of epidermal lipids in maintaining barrier function, as well as the enzymes involved in this lipid metabolism, using the example of atopic dermatitis.

## Emerging concepts in cutaneous physiology

This session highlighted innovative ideas and advances in the field of dermatology. Professor Pirot presented phagotherapy as a means of treating atopic dermatitis or psoriasis, while Professor Jones explained how different gases could be used to treat skin or nail infections.

## Ageing

Longevity, the current trend in cosmetics, was discussed, with an overview of some of the processes involved in aging and potential interventions to combat it. Professor Tavernarakis (Crete, Greece), for example, recalled the central role of mitochondrial homeostasis in preventing aging. Dr Pourzand (Bath, UK) detailed the deleterious role of iron in this process. Dr Godinhoferreira (Nice, France), presented the role of telomeres and telomerases in aging, with a focus on melanoma.

**SPIM also honors young researchers, giving them the opportunity to present their work and compete for the best presentation and best poster awards. It's also a chance to win a publication in the International Journal of Cosmetic Science (IJCS).**

Gaurav Kansagara, a doctoral student from Bangalore University (India), presented his work on the MINDIN protein and its role in fibrosis. He won the prize for best presentation.

Elise Levy, a post-doctoral student in Dr Michel Simon's laboratory (Toulouse, Institut Infinity) presented her work on the development of skin models dedicated to the study of skin diseases such as ichthyosis congenita. These models open up numerous opportunities for fundamental and clinical research. She also won the prize for best poster.

Emma Fraillon, a doctoral student in Professor Jérôme Lamartine's laboratory at LBTI (Lyon, France) presented work showing the role of TRPV3 in psoriasis. This work has been selected for publication in the journal IJCS.

Finally, among all the themes addressed, we can highlight the **evolution of in-vitro skin models towards personalized models based on pathologies**, particularly those linked to inflammation. This is directly linked to the development of skincare products for sensitive skin and anti-pollution care, and to the importance of studies on skin immunity. Furthermore, longevity is emerging as the claim to replace "anti-ageing" or "well-ageing". The world's population is ageing, and cosmetics brands' approach to the effects of ageing now speaks in unison of longevity!

Hanane Chajra - Elegancia Lifesciences



# STAY TUNED!

Advancing cosmetic science: global testing experts unveil future developments at in-cosmetics Global 2025, Amsterdam

The field of cosmetic evaluation is vast, and Skinobs is honored to serve as its spokesperson on this occasion. This article provides a concise synthesis of insights gathered from testing providers worldwide. Whether through in-vitro, ex-vivo, or clinical studies aimed at validating the safety, tolerance, and efficacy of cosmetic ingredients, actives, or finished products, the testing methodologies employed in the cosmetics industry exhibit exceptional scientific rigor, methodological diversity, and a strong commitment to innovation -all essential for delivering ever-safer and more effective products to the market. It seems fundamental to us to inform evaluation specialists, test project scientists, cosmetics consultants, laboratory managers, and instrumentation manufacturers to foster knowledge exchange and advance research in this rapidly evolving domain. This collective scientific expertise and technical proficiency enable industry stakeholders to offer state-of-the-art support for cutting-edge evaluation projects within the cosmetics sector.

## Cerevaa

As an independent applied research laboratory, Cerevaa designs tailor-made studies to meet industrial challenges. Its expertise is based on Nuclear Magnetic Resonance (NMR), a state-of-the-art technology that allows for an in-depth analysis of molecular interactions. In a dynamic of innovation, Cerevaa has developed advanced methods for evaluating the repairing and moisturizing effectiveness on various skin and hair types. This work has led to the filing of a patent, opening new prospects for the cosmetics industry. His research extends to the prediction of the stability of emulsions, the chemical characterization of active ingredients, the monitoring of the aging of formulas, as well as the evaluation of container/content interactions.

## Delphic HSE

Delphic HSE is a global leader in providing Toxicological Risk Assessments for the cosmetic industry. Our expert team ensures the safety of finished products and their chemical components, protecting both consumer health and brand reputation. Utilizing patent-pending database solutions, we deliver high-quality, consistent, and cost-effective product safety services. Our senior staff, with diverse expertise and advisory roles, are committed to industry-wide safety standards. Trust Delphic HSE for expert reviews and guidance, ensuring your products meet legal obligations and safeguard consumer wellbeing.

## CIDP

A leading CRO, CIDP offers a comprehensive suite of services, spanning preclinical and clinical testing, biostatistics, data management, and scientific writing, ensuring the safety and efficacy of cosmetic ingredients and formulations. Expanding its expertise to medical device trials, CIDP adheres to ISO 14155 standards for regulatory compliance. With operations across four continents—Mauritius, India, Romania, and Brazil—CIDP leverages a multi-ethnic volunteer panel, enabling multicentric studies with key opinion leaders. The company upholds international SPF evaluation standards and pioneers resistance testing for sweat, friction, and water exposure. With over 20 years of experience and 18,000+ studies conducted, CIDP excels in dermocosmetics, aesthetic treatments, and pathological skin conditions. Its Preclinical Lab integrates PGC-1a activity monitoring, refining mitochondrial function assessment, and employs graph theory-based computation for SEM imaging of extracellular matrices. Certified ISO 9001:2015, CIDP holds EcoVadis Gold, CyberVadis Platinum, and a CDP B rating.

## Dermaclaim

Valencian dermo-cosmetic research laboratory Dermaclaim, specializing in efficacy and functionality assessments through in-vitro testing and clinical studies, reported a 38% increase in turnover for the first half of 2024 compared to 2023. Since its establishment in October 2021, the company has conducted 513 projects for 107 clients, analyzing 787 samples. Functional ingredient studies accounted for 57% of revenue, while 43% derived from tests on final cosmetic products and oral nutraceuticals. Additionally, 82% of revenues originated from international clients, with 18% from Spain. To support its expansion, Dermaclaim has acquired a 660 m<sup>2</sup> facility near its clinical site to unify its laboratory and clinical departments. Construction is scheduled to begin in Q4 2024, with completion expected in Q1 2025. This strategic move underscores Dermaclaim's commitment to innovation and operational efficiency in the global cosmetic science industry.



### Dermaproof Asia

DermaProof Asia located in Bangkok (Thailand), formerly known as Spincontrol Asia, and founded in 2003 is an independent CRO specialized in the evaluation of the efficacy and tolerance of dermo-cosmetic treatments by conducting in vivo tests on healthy Asian subjects. With solid foundations, well-established management of the Quality (we are certified ISO 9001), and well-recognized expertise, they are committed to providing high-quality services to be a leading laboratory for the performance of clinical cosmetic trials in Asia. Their clients come from all over the world: Thailand and South-East Asia of course, but also China, South Korea, Japan, Europe, North America. In addition to dermatological, ophthalmological and dentist-conducted evaluations of the compatibility of test products, most usual standard methods for skin care and hair care products in vivo assessments are available. But, as they strive to provide innovative methods for their clients, new services are in their pipeline for 2025. Official announcements coming soon...

### GBA Polska

At GBA Polska, safety use tests are conducted under the supervision of medical specialists, including dermatologists, dentists, gynecologists, ophthalmologists, pediatricians, and professionals such as cosmetologists, trichologists, and podiatrists. These evaluations assess skin tolerance at the application site through repeated use, ensuring product safety and compatibility. Performed on diverse volunteer panels, including individuals with rosacea, vascular skin, dandruff, and hyperhidrosis, these tests validate product claims. GBA Cosmetics collaborates with 12 medical specialists, enabling dentists to confirm whitening and plaque reduction claims, pediatricians to assess baby-friendly formulations, and dermatologists and ophthalmologists to verify non-irritant properties. Clinical scoring is conducted by medical professionals or trained technicians using validated assessment scales (EASI, PASI, IGA, CSS, NQAS). Custom scales can be implemented upon request, ensuring precise efficacy and tolerance evaluations tailored to regulatory and scientific standards.

### KeyEmotion Lab

KeyEmotion Lab pioneers' emotional analysis through advanced cognitive and neuroscientific methodologies, offering scientifically validated predictive metrics for appeal, desirability, and purchase intent. By integrating implicit (non-conscious) and explicit data, it ensures unparalleled scientific rigor. Its methodologies, developed by emotion theory experts and validated through peer-reviewed research, assess consumer reactions to product presentation, sensory experience, and brand influence. Applications include desirability evaluation, product optimization, and competitive benchmarking. KeyEmotion Lab provides comprehensive statistical analyses, enabling clients to conduct in-house studies or outsource full-scale testing and interpretation, ensuring highly reliable, data-driven insights for the cosmetics industry.

### Novobliss

Based in Ahmedabad, India, NovoBliss Research® is a leading CRO specializing in scientifically validated safety and efficacy studies across cosmetics, dermatology, nutraceuticals, and personal care. Founded by Dr. Nayan Patel and Dr. Maheshvari Patel, NovoBliss excels in Real World Evidence Studies and claims substantiation. Pioneering dermatological innovation, The CRO has developed advanced methodologies to induce and measure skin tanning, utilizing both natural sunlight and artificial UV exposure. A recent validation study exposed six healthy adults (Fitzpatrick III-V, ITA° 20°-41°) to controlled UV doses (7600 µW/cm<sup>2</sup> sunlight; 78-117 mJ/cm<sup>2</sup> UV lamp), with skin reactions assessed via Draize scale and Mexameter MX-18. Findings confirmed consistent tanning induction, anti-tanning efficacy variations, and excellent safety profiles. NovoBliss standardized methodology establishes a scientifically validated, reproducible framework for UV-induced pigmentation modulation, solidifying its leadership in dermatological product testing and skincare innovation.

### Phylogene

Phylogene is one of leading experts of the comprehensive « free of hypothesis » analysis of the effects of cosmetics on whole skin or skin without its microbiota. With the « omics » and bioinformatics analysis, they offer a broad and « free of hypothesis » evaluation of the effects of cosmetics on the skin and/or its microbiota which can be evaluated after sampling of a challenged skin evaluation of the effects by nanoLC-MS/MS proteomics, phosphoproteomics and complementary bioinformatics analysis with CORAVALIDTM. They propose the evaluation of abiotic stresses (UV, blue light, pollution) complementing the above approach by RedOxMics™ analysis, the qPCR (targeted) quantification of major genera/species of microbiotas. Comparative metagenomic study of the microbiome by NGS sequencing 16S rDNA and/or ITS and comparative functional metaproteomic study of the microbiota and the skin by nanoLC-MS/MS proteomics and data complementary bioinformatic analysis by HolXplore™ enables to deeply dive in the evaluation of the performance of cosmetics.

### PAOTScan

Paotscan® is a French Biotech and Health startup specialized in antioxidant technology and applications for better health. This innovation marks a major advance in the field of connected health. This smart, non-invasive patch offers instant diagnosis of oxidative stress, assessing the balance between antioxidants and free radicals. It also measures the skin's biological age, PAOT, POT, hydration and pH. The Paotscan's team offers customized services on 3 levels: customized products, custom apps, in-vitro and in-vivo customized studies. It's an innovative solution for well-being and health prevention.

### React4Life

React4life introduces an innovative Organ-on-Chip assay using the MIVO® (Multi In Vitro Organ) platform, enabling highly precise hydration and barrier integrity evaluations in skin and vaginal tissues. This 3D humanized tissue model outperforms conventional in vitro methods by replicating physiological conditions and supporting multi-age product development. Unlike static cultures, MIVO® integrates biopsies with dynamic fluid flow, offering mechanism-based insights into hydration, barrier function, and aging. This assay facilitates semi-quantitative molecular analysis, ensuring greater precision in dermocosmetic and pharmaceutical R&D. Additionally, React4life's upcoming TEER-Scan will revolutionize barrier integrity assessments through automated impedance spectroscopy, establishing a new standard for rapid and reproducible data.

### Sensenet

Sensenet is evolving with a new Lab, offering new Frontiers in Olfactory Emotion Research! With their recent move, they now have a dedicated space to further explore the emotional impact of scents through our in-vivo and in-vitro innovations in cosmetics testing. More space means more volunteers, more studies, and an enhanced capacity to investigate the link between fragrance, perception, and emotions. By combining declarative methods (self-reporting, questionnaires, sensory panels) with neuroscientific approaches (implicit testing, physiological measurements, brain activity analysis), they push the boundaries of sensory analysis. A major step forward for the future of sensory and emotional beauty!

### Vivosight

VivoSight Optical Coherence Tomography (OCT) is redefining skin imaging and analysis, enabling real-time, high-resolution 3D visualization. Trusted by 4 of the Top 10 global cosmetics and skin health corporations, the cutting-edge VivoSight AI system accelerates R&D innovation with unmatched speed and precision. This technology offers unparalleled skin & vascular visualization which instantly assesses skin roughness, dermal collagen remodeling, epidermal thickness, and microvascular dynamics. The ability to capture a 6mm x 6mm field-of-view with image depth exceeding 1mm, provides deep structural insights. As a rapid, non-invasive analysis, VivoSight Optical Coherence Tomography achieves quantitative skin evaluations in seconds, streamlining formulation testing and efficacy validation. It reduces reliance on tissue sampling and subjective assessments, enhancing data-driven decision-making. This technology accelerates product development and efficacy testing by optimizing formulations, tracking collagen density, hydration, and vascular health non-invasively. Finally, it strengthens consumer confidence with scientifically validated, high-precision data.

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TO OUR LAB

TESTS &  
REGULATORY

MEET US AT

InCosmetics Global  
BOOTH N° 12D64

NYSCC  
BOOTH N° 1361

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SCIENTISTS BEHIND WELLNESS

THE BEST PARTNER TO ELEVATE YOUR BUSINESS IN  
HEALTH & PERSONAL CARE MARKET.

COSMETICS | NUTRACEUTICALS | MEDICAL DEVICES | PHARMA

ITALY FRANCE SPAIN SWITZERLAND ASIA USA | INFO@COMPLIFEGROUP.COM

MEET US  
Booth 12D41  
8-10 April

in-cosmetics®  
global

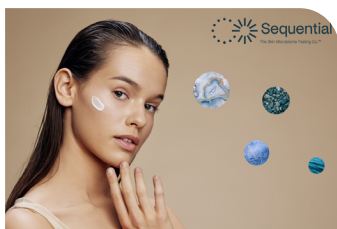
# Boost your test



Boost Your Test, in collaboration with in-cosmetics Global provides guidance for evaluating innovative and traditional claims. We assist in identifying suitable methods and selecting CROs worldwide for preclinical assays including stability, safety, container-content, and efficacy assays, and clinical objectivation such as tolerance, efficacy, sensory analysis, and consumer tests.



## The future of skin microbiome testing starts with Sequential

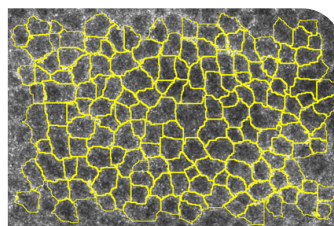


Sequential is the world's leading microbiome platform for skin, scalp and intimate area clinical testing. Unlike others relying on in-vitro studies, Sequential conducts in-vivo testing, ensuring

high-quality scientific data supports formulations. The company upholds rigorous study designs, drawing from academic standards to bring credibility to an otherwise unregulated industry. With over 30,000 microbiome samples collected, Sequential integrates microbiome, clinical, and formulation data using machine learning for advanced personal care and healthcare applications. Their groundbreaking Targeted Skin Panel is the industry's first microbiome-malodor, and sun/UV exposure through the lens of the microbiome. Sequential's clinically validated adhesive patch enables efficient, remote microbial sampling in just 10 seconds-outperforming traditional swabbing techniques.

**Sequential**  
[www.sequentialskin.com](http://www.sequentialskin.com)

## Longevity studies powered by PhD Trials



PhD Trials, a well-known CRO for in-vivo testing, has developed a new methodology to evaluate the impact of products on longevity. The method uses in-vivo Confocal Microscopy or LC-

OCT images to target Stratum granulosum changes induced by ageing. With this new method, it is possible to calculate the density and the shape of the cells and the intercellular distance in order to substantiate the anti-ageing effects of products at this epidermal level. This new method will be presented at in-cosmetics Global next April.

**PhD Trials**  
[www.phdtrials.com](http://www.phdtrials.com)



## TPS (Time Proof Score) by Zurko Research: The new benchmark in makeup testing



We introduce **TPS (Time Proof Score)**, an innovative evaluation system set to revolutionize the cosmetics industry. This exclusive trademark establishes standardized values to measure the durability of makeup over time and against various external

factors, such as humidity and temperature. Through rigorous and reproducible protocols, **TPS** provides precise and comparable data, ensuring consumers receive higher-quality and longer-lasting products. Brands and laboratories can now scientifically certify the performance of their formulas, strengthening market trust in their effectiveness.

**Zurko Research**  
[www.zurkoresearch.com](http://www.zurkoresearch.com)



## Lifeanalytics

### Unlocking the potential of the skin microbiome in cosmetics by Lifeanalytics



The skin microbiome is revolutionizing dermatology and cosmetics, offering new solutions for skin health. This ecosystem of bacteria, fungi, and viruses protects against pathogens, regulates immunity, and maintains balance.

Cosmetic brands now develop microbiome-friendly products using probiotics, prebiotics, and postbiotics to support beneficial microbes. However, regulatory challenges require scientific validation of claims. Investing in microbiome research is transforming skincare, moving beyond aesthetics to holistic skin health. The future of cosmetics lies in leveraging microbiome science for sustainable, effective solutions.

**Lifeanalytics**  
www.lifeanalytics.it/en

### Makeup is more than Beauty by Validated Claim Support

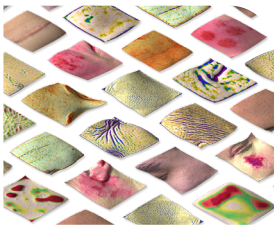


Makeup and cosmetics are more than just a tool for enhancing beauty—it's a reflection of personal expression and individuality. With the rise of informed consumers, makeup claims have taken center stage in defining a product's appeal. Brands now emphasize features like long wear, hydrating, transfer, smudge and water resistant and even skin benefits. Claims such as "vegan," "cruelty-free," and "dermatologist-approved" resonate with socially conscious buyers. But, these assertions must be backed by credible testing at an FDA registered third party lab and regulatory compliance to ensure trust. Beyond aesthetics, makeup products are increasingly positioned as multitaskers, combining looking good with skincare science to meet the evolving needs of diverse consumers.

**Validated Claim Support**  
www.validatedcs.com



### Antera 3D CS: the research-grade 3D camera & software for claims substantiation



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 to time than other devices.

**PRECISE** - Thanks to its patented imaging method, the Antera 3D measurements are very precise across all the parameters measured.

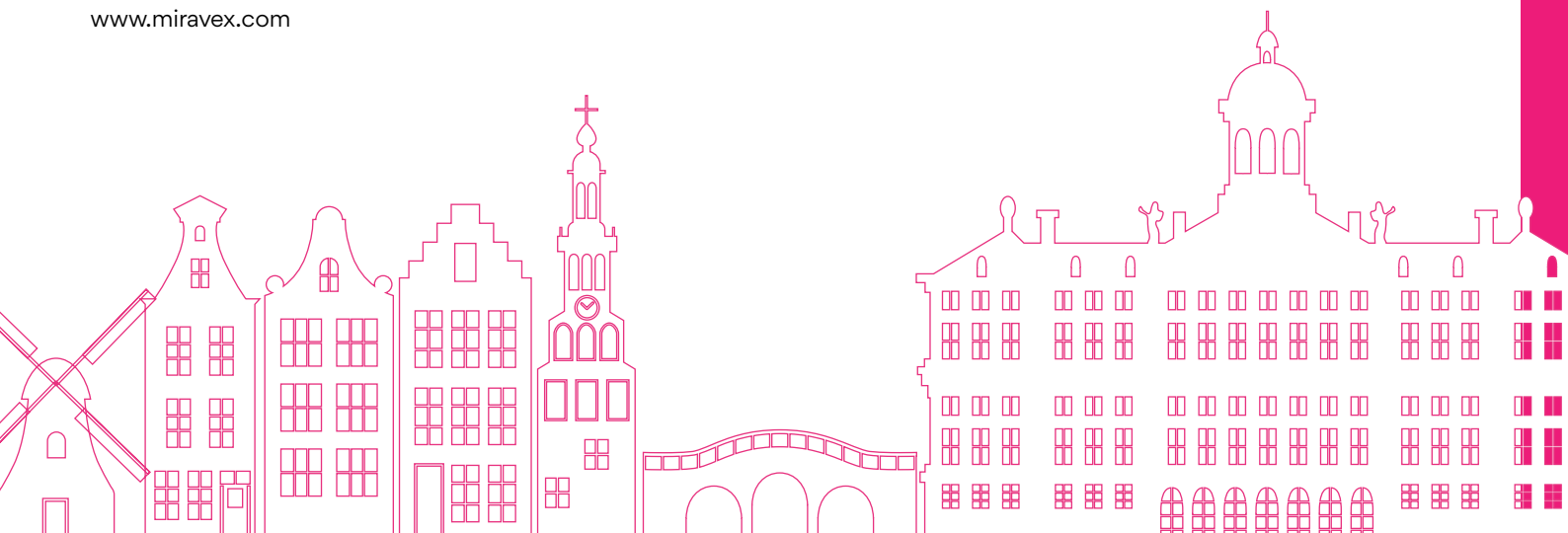
**VERSATILE (3 devices in 1)** - Skin profilometer | Multi-spectral analyser | Colorimeter

**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, pores, texture, stretch marks, colour, ITA°, brightness, phototype, pigmentation, erythema, brown spots, hyper pigmentation.

**Miravex**  
www.miravex.com



# TESTING EXHIBITOR GUIDE

Amsterdam 2025

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## PRECLINICAL TESTING

## CLINICAL TESTING

## CONSULTING

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### COMPANY

### BOOTH

|   |                                | Physico-chemical | Microbiology | Packaging | Safety | Efficacy | UV protection | Tolerance | Consumer tests | Sensory analysis | UV protection | Efficacy | Instrumentations | Toxicology | Regulation | R&D |
|---|--------------------------------|------------------|--------------|-----------|--------|----------|---------------|-----------|----------------|------------------|---------------|----------|------------------|------------|------------|-----|
| A |                                |                  |              |           |        |          |               |           |                |                  |               |          |                  |            |            |     |
|   | ADSL                           | 12E60            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | AITEX                          | 5D12             | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | ALBHADES                       | 12E70B           | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | ALS Beauty & Personal care     | 12E61            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | ANTI OXIDANT POWDER            | 12E70H           | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
| B |                                |                  |              |           |        |          |               |           |                |                  |               |          |                  |            |            |     |
|   | BIOBASIC EUROPE                | 12E51            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | BIOX                           | 12E70M           | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | Brain Impact Neuroscience      | 12J59            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | BYOME LABS                     | 5B70B            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
| C |                                |                  |              |           |        |          |               |           |                |                  |               |          |                  |            |            |     |
|   | C+K - MONADERM                 | 12D37            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | Centre for Industrial Rheology | 12C86            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | CANFIELD                       | 12E38            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | CIDP                           | 12D38            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | COMPLIFE GROUP                 | 12D64            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | CORTEX                         | 12B05            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | CTI BIOTECH                    | 12E70C           | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
| D |                                |                  |              |           |        |          |               |           |                |                  |               |          |                  |            |            |     |
|   | DELFIN                         | 12C80            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | DERMACLAIM                     | 12D81            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | DERMAPRO                       | 12D80            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | DERMATEST                      | 12E41            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | DIA-STRON                      | 12C56            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | DIVA EXPERTISE                 | 12E70J           | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | DWI LABS                       | 12E30            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | Dr GOYA ANALISIS               | 12D50            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
| E |                                |                  |              |           |        |          |               |           |                |                  |               |          |                  |            |            |     |
|   | ELLEAD                         | 12E55            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | EOTECH                         | 12E70M           | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | EUROFINS                       | 12C60            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
| F |                                |                  |              |           |        |          |               |           |                |                  |               |          |                  |            |            |     |
|   | FLORIDA SKINCARE TESTING       | 12E81            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
| G |                                |                  |              |           |        |          |               |           |                |                  |               |          |                  |            |            |     |
|   | GBA GROUP                      | 12F55            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | GCRS                           | 12E39            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | GENEVOLUTION                   | 5B10J            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | GLYCODIAG                      | 12E70D           | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
| H |                                |                  |              |           |        |          |               |           |                |                  |               |          |                  |            |            |     |
|   | HBJ GROUP                      | 12D84            | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | HELIOSCIENCE                   | 12E70G           | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |
|   | HELLOBIOME                     | EU74             | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        | ●                | ●          | ●          | ●   |

# TESTING EXHIBITOR GUIDE

Amsterdam 2025

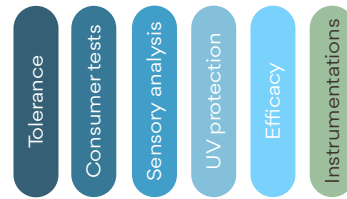
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## PRECLINICAL TESTING

## CLINICAL TESTING

## CONSULTING



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### COMPANY

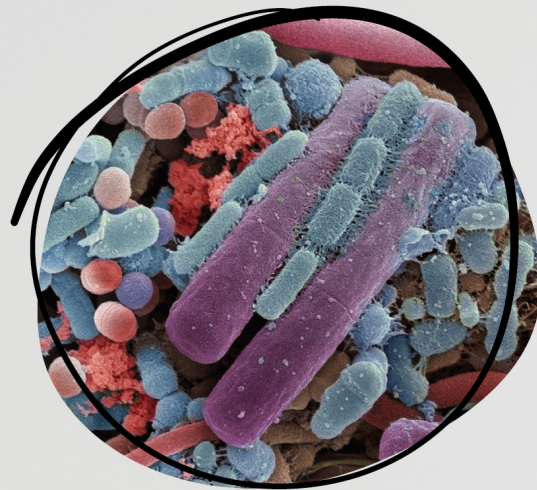
### BOOTH

| Company                         | Booth  | Physico-chemical                    | Microbiology | Packaging | Safety | Efficacy | UV protection | Tolerance | Consumer tests | Sensory analysis | UV protection | Efficacy | Instrumentations | Toxicology | Regulation | R&D |  |
|---------------------------------|--------|-------------------------------------|--------------|-----------|--------|----------|---------------|-----------|----------------|------------------|---------------|----------|------------------|------------|------------|-----|--|
| INNOV&SEA                       | 12E70K | ●                                   |              |           |        | ●        |               |           |                |                  |               |          |                  |            |            |     |  |
| INOVAPOTEK                      | 12E40  | ●                                   |              | ●         | ●      | ●        | ●             | ●         | ●              | ●                |               | ●        |                  |            | ●          |     |  |
| INSTITUTE DR SCHRADER           | 12F39  | ●                                   | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                |               | ●        |                  |            |            |     |  |
| <b>INTEGRA</b>                  | 12D54  |                                     |              |           | ●      | ●        |               |           |                |                  |               |          |                  |            |            |     |  |
| INTERTEK                        | 5A70A  |                                     |              |           |        |          |               | ●         | ●              |                  |               | ●        |                  | ●          | ●          |     |  |
| IRA Istituto Ricerche Applicate | 3C50   | ●                                   | ●            | ●         |        |          |               |           |                |                  |               |          |                  | ●          | ●          | ●   |  |
| JS HAMILTON                     | 12D88  |                                     |              |           | ●      | ●        | ●             | ●         | ●              | ●                |               | ●        |                  | ●          | ●          |     |  |
| KIND TO BIOME                   | 12D54  |                                     |              |           |        | ●        |               |           |                |                  |               | ●        |                  |            |            |     |  |
| KOSMOSCIENCE                    | 12C38  |                                     | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        |                  | ●          | ●          |     |  |
| LAB ANALYSIS BIONOS             | 12D71  | ●                                   | ●            | ●         | ●      | ●        | ●             | ●         | ●              | ●                |               | ●        |                  |            |            |     |  |
| LABSKIN                         | EU56   |                                     |              |           |        | ●        |               |           |                |                  |               |          |                  |            |            |     |  |
| <b>LIFE ANALYTICS</b>           | 12D31  | ●                                   | ●            |           | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        |                  | ●          | ●          |     |  |
| <b>MERIEUX NUTRISCIENCES</b>    | 12E79  | ●                                   |              | ●         | ●      | ●        |               | ●         | ●              | ●                | ●             | ●        |                  | ●          | ●          |     |  |
| <b>MIRAVEX</b>                  | 12C78  |                                     |              |           |        |          |               |           |                |                  |               |          | ●                |            |            |     |  |
| MY MICROBIOME                   | 12E35  |                                     |              |           |        | ●        |               |           |                |                  |               | ●        |                  |            |            |     |  |
| NEOTRON                         | 12D01  | ●                                   | ●            |           |        | ●        |               | ●         | ●              | ●                |               | ●        |                  |            |            |     |  |
| NETRI                           | 12E70L |                                     |              |           |        | ●        |               |           |                |                  |               |          |                  |            |            |     |  |
| NEURON EXPERTS                  | 5B50K  |                                     |              |           |        | ●        |               |           |                |                  |               |          |                  |            |            |     |  |
| PHARMILAB                       | 12D70  |                                     |              |           |        |          |               |           |                |                  |               |          |                  | ●          |            |     |  |
| <b>PHD TRIALS</b>               | 12E71  |                                     |              |           |        |          |               | ●         | ●              | ●                |               | ●        |                  |            |            | ●   |  |
| <b>PHYLOGENE</b>                | 12E70A |                                     |              |           |        | ●        |               |           |                |                  |               | ●        |                  |            |            |     |  |
| <b>PKDERM</b>                   | 5B10J  |                                     |              |           | ●      | ●        |               |           |                |                  |               |          |                  |            |            |     |  |
| QACS                            | 12D55  | ●                                   | ●            | ●         | ●      | ●        |               | ●         | ●              | ●                |               | ●        |                  | ●          |            |     |  |
| RIVER D                         | 12E70M |                                     |              |           |        |          |               |           |                |                  |               |          | ●                |            |            |     |  |
| <b>SEQUENTIAL</b>               | 12C70  |                                     |              |           |        | ●        |               |           |                |                  |               | ●        | ●                |            |            |     |  |
| SGS                             | 12E50  |                                     |              |           |        |          |               | ●         | ●              | ●                | ●             | ●        |                  |            |            |     |  |
| <b>SKINOBS</b>                  | 12D41  | The Testing Sourcing Hub for Beauty |              |           |        |          |               |           |                |                  |               |          |                  |            |            |     |  |
| STABLE MICRO SYSTEM             | 12C88  |                                     |              |           |        |          |               |           |                |                  |               |          | ●                |            |            |     |  |
| <b>STRATICELL</b>               | 12E89  |                                     |              |           |        | ●        |               |           |                |                  |               |          |                  |            |            | ●   |  |
| THE REGULATORY COMPANY          | 12F51  |                                     |              |           |        |          |               |           |                |                  |               |          |                  | ●          | ●          |     |  |
| TRANSDERMA                      | 12E70E |                                     |              |           |        |          |               |           |                |                  |               | ●        |                  |            |            |     |  |
| <b>VALIDATED CLAIM SUPPORT</b>  | 12E31  |                                     |              |           |        |          |               | ●         | ●              | ●                |               | ●        |                  |            |            |     |  |
| <b>WENEOS</b>                   | 12E70F |                                     |              |           |        |          |               |           |                |                  | ●             |          |                  |            |            | ●   |  |
| <b>ZURKO RESEARCH</b>           | 12D51  |                                     |              |           | ●      | ●        | ●             | ●         | ●              | ●                | ●             | ●        |                  | ●          |            |     |  |



*Do you respect*  
**THE MICROBIOME?**

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**Boost consumer confidence  
with scientifically proven results.**

[info@byomelabs.com](mailto:info@byomelabs.com)

[www.byomelabs.com](http://www.byomelabs.com)



Céline Paillier  
CEO of Cosmet'in Lyon



The international Cosmetotest symposium, is a premier event exclusively dedicated to preclinical and clinical testing in the cosmetics industry. Scheduled for May 14-15, 2025, in Lyon and in a hybrid format, this symposium provides a unique opportunity for industry professionals to explore emerging trends, and the latest advancements in cosmetic evaluation. We invited Céline Paillier, President of Cosmet'in Lyon and Anne Charpentier, CEO of Skinobs, to share insights into the event's objectives and significance.

**Anne Charpentier, as the founder of this symposium, what objectives have you aimed to establish for Cosmetotest?**

A.C.: The primary goal of Cosmetotest is to bring together international experts from the cosmetics industry, researchers, instrumentation manufacturers, and Contract Research Organizations (CROs) to foster discussions on the latest scientific and technological advancements in cosmetic evaluation. By focusing exclusively on testing, the symposium offers an in-depth perspective on preclinical and clinical assessment methodologies.

**Céline Paillier, could you elaborate on the key topics that will be covered in this fourth edition?**

C.P.: Over two days, the symposium will convene experts and industry professionals for academic and applied conferences

dedicated to cosmetic evaluation. In collaboration with a scientific committee of fifteen testing specialists, the sessions will explore advancements in in-vitro and in-vivo testing methodologies for **pigmentation assessment** with the lectures of Mr Petit, Mrs Prestat-Marquis-Naos, Mrs Rigal-Dachaud-Clarins, Mrs Banco-Co-lab-ora. Then the following speakers will focus on how to evaluate the **impact of exposome on the skin**, Dr Aouacheria-CNRS, Mrs Canal-Evonik, Mrs Mandary-CIDP, Mr Nappez-Connected Physics, Mr Long-Cutest, Dr Enssendounbi- University of Reims, Mrs Bertolini-QIMA Life Sciences. during the 2nd day for the 1st session dedicated to the **vascularization evaluation** we will listen to the conferences of Dr Fromy-LBTI, Mrs Prunier-Inovotion, Mr Contreiras Pinto-PhD Trials, Mr Couturier-LBTI, Mrs Laperdrix-Codif. The symposium will end with **the microbiome** and how to quantify its activity on skin with Pr Feuilloley- Université de Caen, Mrs Genizo-Loccitane, Mrs Khazaka-Ohmann-Courage + Khazaka, Mrs Cao-DSM-Firmenich & Mrs Zanchetta-Givaudan

**Anne Charpentier, in your view, what makes Cosmetotest a special key scientific event?**

A.C.: Cosmetotest 2025 represents a unique opportunity for attendees to discover state-of-the-art testing innovations, engage with industry leaders, and stay informed on the latest developments. The symposium also serves as a networking platform, fostering potential partnerships and expanding professional connections. Exhibitors gain valuable opportunities to showcase their expertise, establish collaborations, meet clients, and colleagues from across the globe, and conduct live demonstrations.

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**3D**

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**EX-VIVO**

- KERATIN
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- SKIN EXPLANTS

**HAIR**

- DENSITY
- DIAMETER
- REGROWTH



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Booth 857



# AMERICAN BEAUTY MARKET

## TESTING SERVICES UNDER THE MOCRA'S INFLUENCE

The U.S. beauty market is experiencing robust growth, with an estimated value of \$102.73 billion in 2024. Since 2022, American cosmetics are governed by the Modernization of Cosmetics Regulation Act (MoCRA), which represents the most significant expansion of the FDA's regulatory authority over cosmetics since the enactment of the Federal Food, Drug, and Cosmetic Act in 1938.

North American consumers are increasingly gravitating towards «premium» and «dermocosmetics» skincare products and makeup, demonstrating a heightened sensitivity to products that promote well-being. Social media platforms such as TikTok and Instagram are driving this demand, with influencers playing an increasingly pivotal role in shaping consumer preferences. In terms of evaluation, U.S. laboratories are renowned for their rigorous approach to tolerance testing. Consumer testing, very popular, are integral to the validation of product claims. There is a strong emphasis on visualizing products' performances to ensure consumer satisfaction and safety.

## SUSTAINABILITY AND NATURAL BEAUTY

Consumers are increasingly prioritizing sustainability in their beauty preference for products with natural, organic ingredients and environmentally are responding by offering eco-conscious options, such as recyclable refillable containers, to meet this demand. There is a growing trend towards natural beauty, with an emphasis on minimal makeup and enhancing natural features. Skincare routines that promote healthy, glowing skin favored, focusing on achieving a radiant complexion without heavy makeup application.

choices. This includes a friendly packaging. Brands materials and embracing one's are

## INCLUSIVE BEAUTY

The beauty industry is embracing diversity by expanding product lines to cater to a wide range of skin tones, hair types, and cultural backgrounds. This movement towards inclusivity ensures that beauty products are accessible and representative of all individuals.

## TECHNOLOGICAL INTEGRATION IN SKINCARE

Advancements in technology are influencing skincare routines. Personalized skincare devices that analyze individual skin needs and provide customized treatments are becoming more prevalent. Additionally, at-home devices like LED light therapy masks are gaining popularity for their convenience and effectiveness in addressing various skin concerns.

## HIGH-PERFORMANCE MAKEUP

Consumers are seeking makeup products that offer long-lasting results and can withstand various environmental factors. This includes waterproof and sweat-proof formulations that provide durability throughout the day. Hybrid products that serve multiple purposes, such as foundation-serum combinations, are also gaining traction for their convenience and efficiency.



## Key numbers of the american beauty market

# \$211

average spending of Americans on Beauty products

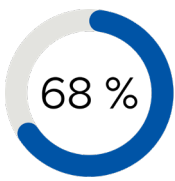
# 42%

Skincare percent of the overall beauty market

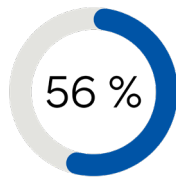
# 37%

Consumers discover new cosmetic brands through social media ads

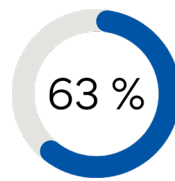
## Consumers habits regarding clean beauty



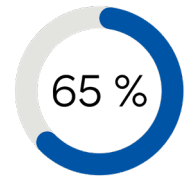
Gen Z consumers are prioritizing sustainability



Willing to pay more for eco-friendly products



Seek products with natural ingredients



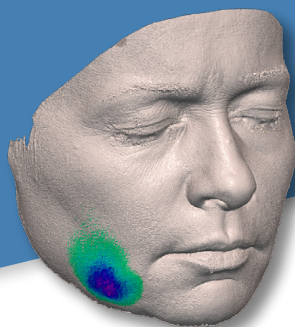
Women aged 35-54 actively scrutinize ingredients lists before a purchase

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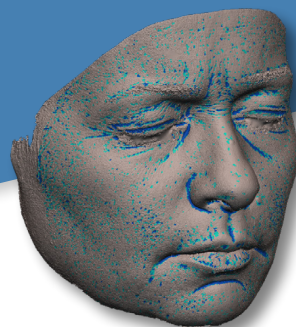
Contactless in-vivo measuring devices



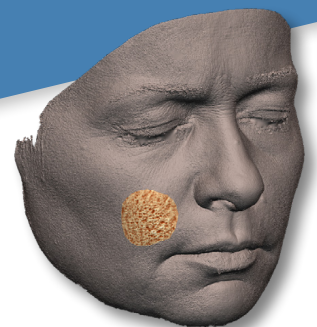
Colour texture



Volume change



Features detection



Roughness calculation

## Beyond the limits of 3D Imaging

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Booth U20

**in-cosmetics®**  
korea

CO-EXHIBITORS

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SHOWS & EVENTS | 43

# K-BEAUTY MARKET



## HIGHEST CONCENTRATION OF CROs PER CAPITA

With an unparalleled commitment to innovation and an increasingly discerning consumer base, Korean beauty has emerged as a global benchmark. Recently becoming the leading exporter of cosmetic products to Japan, surpassing France, Korea is disseminating its trends across Asia and worldwide. Propelled by OEMs and ODMs, the country is establishing new standards for efficiency in cosmetic formulations. More than 40 CROs offer rigorous scientific testing that adheres to both local regulations and international standards for human testing, as well as the validation of novel marketing concepts. For in-vitro and ex-vivo testing, Korea facilitates sophisticated analyses on 3D skin models and hair models, further cementing its position at the forefront of cosmetic research and development.

## AI-POWERED PERSONALIZATION

Artificial intelligence is revolutionizing beauty by offering personalized experiences. AI-driven skincare devices analyze individual skin conditions to recommend tailored products and routines. Virtual try-on tools allow consumers to experiment with makeup looks in real-time before purchasing. Brands are also utilizing AI to formulate customized products, such as serums and foundations, based on personal data.

## SUSTAINABLE AND WATERLESS BEAUTY

Environmental consciousness is leading to the rise of sustainable beauty solutions. Waterless products, including solid shampoos, concentrated serums, and powder-based cleansers, are becoming mainstream, reducing both packaging waste and water consumption. Brands are prioritizing biodegradable packaging and offering refillable options to minimize environmental impact.

## DOPAMINE BEAUTY AND BOLD MAKEUP

A trend known as «dopamine beauty» is gaining momentum, characterized by the use of bright, mood-boosting colors. Vibrant eyeshadows, colorful mascaras, and statement lip colors are making a comeback, encouraging self-expression and confidence. Neon hues, graphic eyeliner designs, and decorative elements like face gems are becoming popular choices for those looking to make bold beauty statements.

## MINIMALIST & MULTI-USE BEAUTY

The «skinimalism» trend continues to rise, promoting a less-is-more approach to beauty. Consumers are opting for multi-use products, such as tinted moisturizers with SPF, hybrid skincare-makeup items, and multi-purpose balms that work on lips, cheeks, and eyes. This trend aligns with both sustainability efforts and a preference for effortless, natural beauty looks.

## Key numbers of the Korean beauty market

**6**

skincare products used on average by Korean consumers

**53%**

of women aged 10-19 are using beauty products

**42%**

considers price as an influential factor when purchasing a product

**65%**

Part of the revenues generated by skincare

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CO-EXHIBITORS



SHOWS & EVENTS | 44

# FRENCH BEAUY MARKET

Adhering to stringent European regulations, French cosmetics are renowned globally for their safety and efficacy. For decades, the industry has provided consumers with products grounded in cutting-edge scientific research, spearheaded by market leaders such as L'Oréal, Clarins, Yves Rocher, Pierre Fabre, Nuxe, Sisley, and Caudalie. These brands prioritize natural or vegan ingredients and demonstrate a robust commitment to environmental sustainability by developing certified organic products, minimizing superfluous packaging, and promoting the use of recycled materials. Historically, France has been a pioneer in biometrological testing, boasting a significant number of Contract Research Organizations (CROs) and manufacturers specializing in skin and hair measurement instrumentation whether it is in-vitro assays or in vivo studies. This expertise has positioned France at the forefront of global advancements in cosmetic testing and innovation.

## EMPHASIS ON NATURAL AND SUSTAINABLE PRODUCTS

Consumers are increasingly seeking beauty products with natural ingredients and eco-friendly packaging. In 2024, the beauty and personal care sector in France was valued at approximately \$11.45 billion, with an anticipated annual growth rate of 1.39% until 2029, largely propelled by the demand for natural and sustainable offerings.

## RISE OF BEAUTY TECH AND PERSONALIZED EXPERIENCES

The integration of advanced technologies into beauty routines is gaining momentum. Innovations such as L'Oréal's Cell BioPrint, a device for in-depth skin analysis, exemplify this trend. The beauty tech market is projected to grow at an annual rate of 9.47%, potentially reaching \$7.45 billion by 2029, indicating a robust consumer interest in personalized beauty solutions.

## GROWTH OF E-COMMERCE AND DIGITAL ENGAGEMENT

Online sales of beauty products are on the rise in France. In 2021, 53% of French consumers purchased beauty and health products online, making it the second most popular e-commerce category after fashion. This shift is attributed to competitive pricing, convenience, and the influence of social media platforms like Instagram and TikTok, which have become pivotal in beauty product marketing and sales.

## 'LESS IS MORE' APPROACH AND SIMPLIFIED BEAUTY

Post-pandemic, there's a noticeable shift towards minimalist beauty routines. Approximately 56% of women, particularly those aged 18-34, have adopted the 'no make-up' trend, reflecting a preference for natural beauty and simplified skincare regimens. This movement aligns with a broader wellness approach that emphasizes holistic self-care, including diet and exercise.



## Key numbers of the French beauty market

**64%**

of consumers prefer natural ingredients

**20€**

average spend per month on their beauty routine

**72%**

consider their beauty routine a key element of their well-being

**30%**

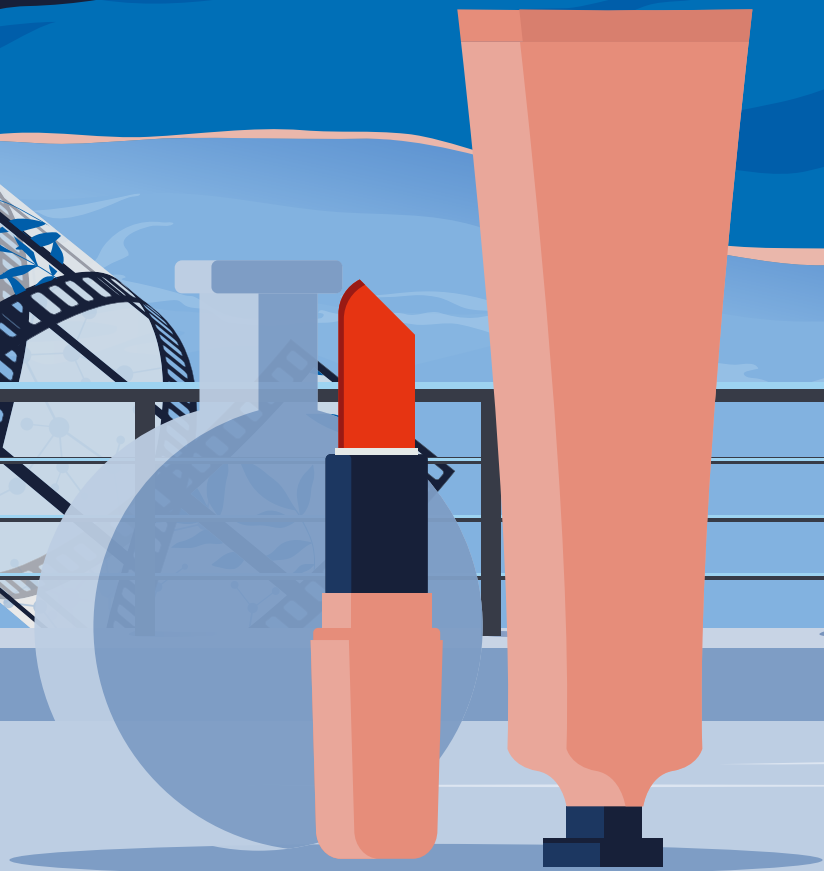
of women feel more comfortable without makeup than before the pandemic



# IFSCC 35<sup>TH</sup> CONGRESS

FRANCE\_CANNES 15-18 SEPT 25

THE FUTURE IS SCIENCE

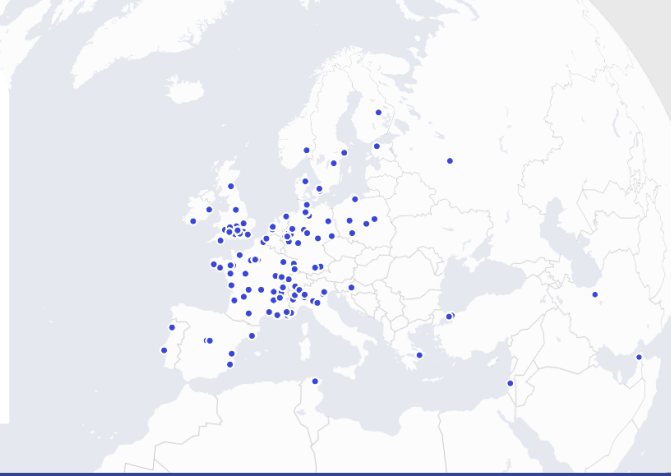


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SOCIÉTÉ FRANÇAISE DE  
COSMÉTOLOGIE

# Deep dive in the CROs organization



For Skinobs, visiting cosmetic testing laboratories (CROs) worldwide and engaging with their executives is a strategic priority, fostering scientific progress, technological innovation, and industry collaboration. These interactions ensure a comprehensive understanding of laboratory operations while facilitating the integration of cutting-edge methodologies in cosmetic evaluation.

## 1. Monitoring technological progress

By directly observing *in vitro*, *ex vivo*, and clinical methodologies, Skinobs remains at the forefront of advancements in safety, efficacy, and tolerance assessment. This enables the platform to provide up-to-date, scientifically rigorous insights on the latest developments in AI-driven analysis, biomarker integration, optical imaging, and omics-based evaluations, ensuring the continuous evolution of cosmetic testing protocols.

## 2. Strengthening industry networks and knowledge exchange

Since 2016, Skinobs has actively participated in global industry events, reinforcing its expertise in cosmetic evaluation. Direct exchanges with laboratory leaders foster knowledge-sharing, enabling Skinobs to identify regional market trends and provide cosmetic brands with strategic insights tailored to specific regulatory and consumer landscapes.

## TESTING LABS VISITED BY SKINOBS

### KOREA

- Dermapro
- Ellead
- Korea Institute of Dermatological Sciences
- mariedm Skin Research Center
- P&K Skin Research Center

### INDIA

- C.L.A.I.M.S
- Cliantha Research
- Mascot Spincontrol
- NovoBliss Research

### THAILAND

- Dermaproof Asia
- Dermscan Asia

### EUROPE

- Dr. Goya Anàlisis
- Eurofins Dermscan
- IEC
- Intertek
- Weneos
- Zurko Research

### BRAZIL

- ALS
- Kosmoscience
- Grupo Medcin
- ProSkin Cosmetic Research

### USA

- Validated Claim Support

## 3. Ensuring test robustness

By engaging with evaluation experts, Skinobs gains firsthand insights into laboratory infrastructure, measurement devices, and study methodologies. This direct interaction strengthens the credibility and transparency of the platform's content, ensuring reliable and scientifically validated information for the industry.

## 4. Fostering innovation and best practices

Collaboration with laboratory executives stimulates scientific innovation, allowing Skinobs to explore emerging testing approaches aligned with evolving consumer demands. Understanding global best practices facilitates the dissemination of scientific excellence within the cosmetic testing sector.

## 5. Anticipating future challenges

As regulatory frameworks, environmental concerns, and consumer expectations evolve, testing laboratories must continuously adapt. By engaging with testing providers worldwide, Skinobs delivers real-time insights into the most sustainable, innovative, and alternative testing methodologies, ensuring its platform remains an authoritative reference for the global cosmetics industry.

By visiting laboratories globally and fostering direct engagement with industry leaders, Skinobs plays a pivotal role in advancing scientific knowledge, promoting innovation, and strengthening industry collaborations. These interactions reinforce its global expertise, empowering cosmetic brands to develop safer, more effective, and scientifically validated products, addressing the challenges of a rapidly evolving market.



IEC Lyon - Etienne Camel

Skinobs - Ophélie Rebilard

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## Upcoming events

Meet the team around the world in 2025, to exchange about your preclinical and clinical testing projects.

**in-cosmetics®**  
global

April  
8-10

**cosmetotest**  
Cosmetics Testing Symposium

May  
14-15



June  
3-4

**in-cosmetics®**  
korea

July  
2-4



September  
15-18



October  
22-23

**in-cosmetics™**  
asia

November  
4-6

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Cosmetics Testing Symposium ●●●●●●●●

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Skin & Hair

**MICROBIOME**  
Skin & Scalp

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Skin & Scalp

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Skin, Scalp & Hair

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