



SKIN HYDRATION SCIENCE, TRENDS AND TESTING METHODS IN 2026

This white paper combines Skinobs platform data with the latest advances in skin biology, biometrology and clinical methodology to give formulators, R&D teams and evaluation scientists a rigorous, up-to-date reference for navigating the hydration testing landscape.



editors' note

Welcome to Skinobs' 2026 Global Hydration Testing Insights.

Hydration is the most universally sought cosmetic benefit. It crosses every geography, every skin type, every product category. Yet in 2026, the science of measuring and substantiating hydration has evolved to a point where the classic corneometer reading is no longer sufficient on its own to tell the full story.

Consumers are asking for more, **deeper action, longer duration, structural benefit, hormonal adaptation, microbiome compatibility.** Regulatory reviewers expect more multi-method evidence, biologically coherent dossiers, mechanistically substantiated claims. And the testing landscape is delivering more, with an expanding toolkit of instruments, models and **AI-powered diagnostics** that can probe the skin at every level, from molecular water content to dermal architecture.

This white paper maps that landscape. It draws on platform data from Skinobs, which tracked 480 clinical hydration searches across **208 providers in 45 countries** in the first five months of 2026 alone, and on the latest advances in skin biology, biometrology and clinical study design.

Whether you are designing your first hydration study or reconsidering an established evaluation approach, this document is intended as both a scientific reference and a practical decision framework.



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The best instruments in the world will not save a poorly designed study. This chapter is the practical framework.

Hydration in numbers What the market is really asking for

The Skinobs platform data for the first five months of 2026 tells a story that goes well beyond volume: a market shifting toward depth, converging hydration with structure, and operating at a genuinely global scale.

Skin hydration has long been described as the most universally sought cosmetic benefit. In 2026, the data from the Skinobs platform confirms this position, and reveals a market that is evolving in ways that go well beyond the classic moisturizer brief.

Between January and May 2026, hydration-related searches on the Skinobs clinical testing platform generated 480 queries, mobilizing 85 distinct devices from 36 manufacturers, across 208 testing providers in 45 countries.

On the preclinical side, 19 additional searches targeted specific biomarkers, predominantly hyaluronic acid, through a range of analytical methods including proteomics, morphological imaging and histochemical staining.

These figures position skin hydration as the most active research area on the platform, and the diversity of methods and providers involved signals in a field that is both mature and in rapid evolution.



The signals from the Skinobs data

1

THE DEMAND FOR DEPTH IS GROWING

The most searched clinical methods on the platform are not the classic **stratum corneum instruments**. The leading group, with 18 searches each, includes the MoistureMeterEpiD, MoistureMeterD, Dermo spectroscopy system... These are devices designed to probe the viable epidermis and dermis, not just the skin surface. The traditional stratum corneum instruments, Corneometer, MoistureMeterSC... follow closely with 13 searches each. They remain essential, but they are no longer the dominant search term. This shift is meaningful. It reflects a market that is moving from **simple surface hydration measurement toward multi-layer evaluation**, as brands seek to differentiate their formulas through claims that go deeper, both literally and scientifically.

2

HYDRATION AND SKIN STRUCTURE ARE CONVERGING

A striking finding in the data is the strong representation of collagen and elastin measurement methods, with 12 searches each for devices including the SIAScope, DermaLab Skinlab Ultrasound, RSOM Explorer C50, confocal microscopy analysis systems and the K-Probe XPolar. These are not hydration instruments in the classical sense, they are structural assessment tools. Their presence in hydration-related searches reveals a **strategic shift** in how brands are designing their efficacy studies. Hydration is no longer evaluated in isolation. It is increasingly studied **alongside skin density, elasticity and dermal architecture**, a convergence that reflects the rise of longevity positioning and the growing demand for holistic skin health claims. The message is clear: the brief is no longer «proves that our product hydrates.» It is «proves that our product hydrates, strengthens, and improves skin structure over time.»

3

A GLOBAL BUT CONCENTRATED ECOSYSTEM

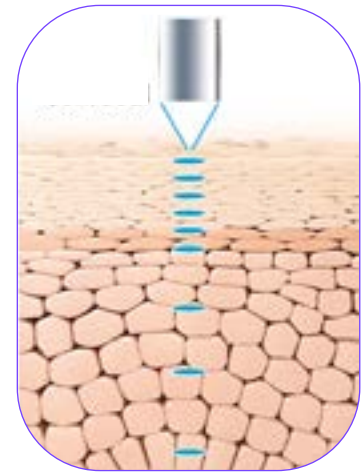
This breadth reflects the genuinely international nature of hydration testing, driven by the fact that skin hydration profiles, consumer expectations and regulatory requirements vary significantly across geographies. A moisturizer efficacy study designed for a European panel will not automatically transfer to a Korean, Brazilian or North American context. The ability to source testing partners globally, with **verified capabilities and harmonized protocols**, has become a competitive necessity rather than a logistical convenience.



What are the current practices for assessing hydration?

Taken together, the Skinobs platform data draws a portrait of a market in transition. The table below summarizes the four main measurement categories identified in the Skinobs search data, from the most to least searched.

Measurement category	Primary depth	Technology	Representative devices
Stratum corneum hydration	Stratum corneum	Dielectric component	Comeometer, MoistureMeterSC, Dermalab, DPM 9003, Soft Plus...
Full skin and dermis hydration	Epidermis to dermis	Dielectric component Optical by Near Infra-red Hydration gradient	Comeometer, MoistureMeterSC, Dermalab, DPM 9003, Soft Plus...
Micro-topography and surface	Skin surface	Spatial distribution of the hydration & microtopography of the skin surface	Epsilon E100, MoistureMap MM 100/200
Collagen and elastin structure	Dermis	Molecular content & distribution in the skin	Epsilon E100, MoistureMap MM 100/200



From the top to the deepest layers

This distribution is not coincidental. It maps directly into the revendication hierarchy that brands are building, from immediate surface hydration at the top, through lasting and deep hydration in the middle, to structural and longevity claims at the deepest level. Understanding where your formula is designed to act, and therefore which layer you need to measure, is the first and most consequential decision in any hydration study design. The chapters that follow build on this foundation.



The biology of skin hydration

From surface to dermis

Before choosing a method of evaluation, understanding what is being measured, and at which level of the skin a formula is designed to act.

Skin hydration is not a single parameter. It is a multilayered biological system, and each layer operates by its own rules. Before selecting an instrument, you need to be clear on what you are measuring, and at which level of the skin your formula is intended to act. Skin hydration is not a single parameter. It results from a set of interconnected biological mechanisms distributed across all four layers of the skin, from the stratum corneum to the epidermis, each governed by its own physiology, its own failure modes, and its own measurement logic. The science has also moved well beyond

the classical barrier-and-NMF model. The microbiome, the hormonal environment, the exposome, these dimensions are now central to understanding why certain skin types resist hydration, why a formula can perform differently across populations, and why the same product may produce very different clinical outcomes depending on the biological profile of the panel. Grasping this expanded framework is a prerequisite for any meaningful in-vivo study design, and for any claim that aims to be both scientifically credible and commercially distinctive.

The biology of skin hydration: a layered architecture

The stratum corneum is the primary site of water regulation. Its lipid matrix, ceramides, free fatty acids and cholesterol, limits **passive water evaporation** to between 5 and 15 g/m²/h under normal conditions. When disrupted by detergents, UV radiation, pollution or genetic predisposition, transepidermal water loss increases and the clinical signs of dryness appear: scaling, tightness, roughness and impaired barrier recovery. The integrity of this **lipid architecture** is the single most important determinant of stratum corneum hydration status, and its restoration is the primary mechanism of action of the majority of moisturising formulas on the market.

Within the corneocytes, the **natural moisturising factor** (NMF), a hygroscopic complex derived from filaggrin degradation, binds water and maintains the mechanical flexibility of the stratum corneum. NMF comprises free amino acids, pyrrolidone carboxylic acid, urocanic acid, lactates, urea and inorganic salts. Its concentration declines with age, repeated washing and low ambient humidity, directly affecting the skin's capacity to retain surface hydration independently of the lipid barrier.

Formulas designed to replenish or stimulate NMF production operate through a distinct mechanism from occlusive or emollient actives, a distinction that has direct implications for measurement method selection and time point design.

In the viable epidermis, aquaporin-3 (AQP3) channels facilitate rapid water and glycerol transport across keratinocyte membranes. AQP3 expression is downregulated by UV exposure and ageing, and upregulated by certain humectant actives and botanical extracts, making it an emerging mechanistic endpoint in advanced in-vitro and ex-vivo studies. The quantification of AQP3 expression through immunohistochemistry or gene expression analysis on reconstructed epidermis represents one of the most scientifically compelling approaches to demonstrating a formula's mechanism of action beyond surface hydration.

At the deepest level, the dermal matrix provides the structural hydration reservoir of the skin. **Hyaluronic acid**, capable of retaining up to 1,000 times its weight in water, is organised within a collagen and elastin network that gives skin its density, elasticity and mechanical resilience.

Dermal hyaluronic acid content declines significantly from the fourth decade of life onward, contributing to the loss of plumpness, firmness and rebound that characterises ageing skin. Formulas claiming to act at this level, through low-molecular-weight hyaluronic acid fragments, penetration-enhancing delivery systems or fibroblast-stimulating actives, require measurement methods capable of reaching the dermis, and study designs with sufficient duration to capture cumulative structural effects.

15-30%

Water content of
the stratum corneum

5-15 g/m²/h

Normal TEWL

**Up to 1,000x its
weight**

Hyaluronic acid
Water-binding capacity



The emerging assessments trends

THE EXPOSOME

UV radiation, particulate matter, ozone, low humidity and psychological stress all exert measurable effects on barrier lipids, NMF content and dermal hydration through oxidative stress pathways and inflammatory cascades. Particulate matter penetrates the stratum corneum and degrades barrier ceramides. Ozone oxidises squalene and disrupts the acid mantle. Chronic low humidity reduces NMF hygroscopicity and accelerates transepidermal water loss. These mechanisms are driving new **claim categories**, pollution-protective hydration, climate-adaptive moisturisation, stress-resilient skin, each requiring its own exposure protocol and substantiation strategy.



THE MICROBIOME

Commensal bacteria, principally *Staphylococcus epidermidis*, contribute to the acidic pH of the skin surface, a condition necessary for optimal ceramide synthesis and barrier lipid organisation. Dysbiosis drives barrier impairment and amplifies dry skin conditions through a self-reinforcing cycle of **pH disruption**, lipase activity alteration and inflammatory signalling. Microbiome-hydration interaction studies, combining classical biometrology with **16S rRNA sequencing or shotgun metagenomics**, represent one of the most active and scientifically demanding frontiers in cosmetic testing methodology. The rise of microbiome-friendly positioning has created specific demand for study designs capable of demonstrating both microbiome preservation and hydration efficacy simultaneously.



POST-MENOPAUSAL SKIN

The decline in oestrogen levels during and after menopause induces a cascade of structural and functional changes that directly affect the skin's capacity to retain water. Oestrogen receptors are present in keratinocytes, fibroblasts and sebaceous glands. Their reduced activation results in lower NMF content, impaired lipid barrier organisation, decreased dermal hyaluronic acid synthesis and downregulated aquaporin expression, all simultaneously. The clinical consequence is a skin that is **drier, thinner, less elastic and slower** to recover from barrier perturbation than age-matched pre-menopausal skin. Study designs for this population require adapted inclusion criteria, longer durations to capture cumulative effects, and multi-level measurement batteries that combine surface hydration with structural endpoints.

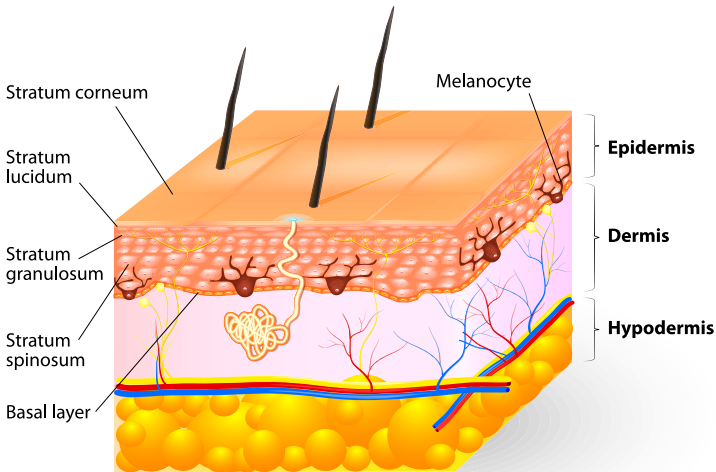


A layered system, a layered approach

Biological level	Key structure	Primary mechanism	Measurement relevance
Skin surface	Acid mantle, microbiome	pH, microbiota balance	Micro-topography, surface imaging, pH measurement, omics analysis
Stratum corneum	Lipid matrix, NMF	Water retention, barrier function	Dielectric component, lipids analysis and imaging, fractions and distribution, TEWL, impedance SC
Viable epidermis	Keratinocytes, AQP3	Water transport	Impedance Epid, Raman, LC-OCT
Dermis	Hyaluronic acid, collagen	Visualization of the structure	Ultrasound, RSOM, SIAScope, LC-OCT

The biology of skin hydration operates across at least four distinct levels, each influenced by a different set of biological, hormonal and environmental variables. No single measurement method can fully characterise a formula's hydrating action across all of them. The most credible efficacy dossiers combine instruments across multiple levels, a principle that directly shapes the measurement landscape described in Chapter 3.

THE LAYERS OF HUMAN SKIN



Measurement methods State of the art and emerging technologies

85 devices, 36 manufacturers, from classic corneometry to real-time cellular imaging, navigating this landscape requires knowing precisely what each method can and cannot tell you.

The Skinobs platform references 85 distinct devices from 36 manufacturers for hydration-related clinical testing. This diversity is not redundancy, each instrument answers a different scientific question, probes a different skin depth, and serves a different revendication

strategy. The methods below are organised by depth, mirroring the biological architecture described in Chapter 2, and complemented by the preclinical toolkit used in early-stage ingredient and formulation research.



Stratum corneum and barrier methods

TEWL measurement captures barrier function rather than water content, an indirect but powerful window into barrier integrity. The Tewameter TM 300 (Courage + Khazaka), Aquaflux AF200... quantify the rate of passive water evaporation from the skin surface. A reduction in TEWL following product application demonstrates barrier reinforcement, a mechanistically distinct revendication from surface moisturisation, and one that carries particular regulatory and scientific weight in sensitive skin, atopic skin and barrier repair positioning. TEWL measurements require strict environmental control and a minimum acclimatisation period; without these, data variability renders results scientifically unusable. Impedance spectroscopy extends the measurement reach beyond the stratum corneum by exploiting the frequency-dependent penetration of alternating electrical currents. The MoistureMeterSC, MoistureMeterEpiD and

MoistureMeterD (Delfin Technologies) probe the stratum corneum, viable epidermis and dermis respectively. The EpiD and D are among the most searched devices on the Skinobs platform in 2026, confirming the growing demand for depth-differentiated hydration data. Their output requires more careful interpretation than corneometry units, and the absence of a universally standardised reference scale makes inter-study comparisons more complex. Operator training and probe positioning protocols are critical to data reproducibility. The Epsilon E100 combines impedance spectroscopy with micro-topography surface analysis, offering simultaneous assessment of hydration and skin texture. Its dual capability makes it particularly relevant for studies combining moisturisation and skin smoothness revendications, a combination increasingly expected in premium positioning.

The essential Corneometer

Corneometry measures electrical capacitance at the skin surface, correlating directly with stratum corneum water content.

The **Corneometer CM 825** (Courage + Khazaka) has been the international reference for more than three decades, supported by an evidence base spanning thousands of published clinical studies. Its output in arbitrary units is accepted without question by most regulatory bodies and scientific reviewers, making it the default primary endpoint for surface hydration revendications.

It is fast, reproducible and available in virtually every cosmetic CRO worldwide. Its fundamental limitation is equally well established: it measures only the outermost micrometres of the stratum corneum, and



Epidermis and dermis methods

Infrared spectroscopy enables a direct, non-contact assessment of water molecular content in the skin. By analysing near-infrared absorption spectra, it quantifies water distribution across the stratum corneum and epidermis, and can distinguish free water from bound water fractions, a distinction relevant to the mechanisms of different humectant categories and not accessible through electrical methods.

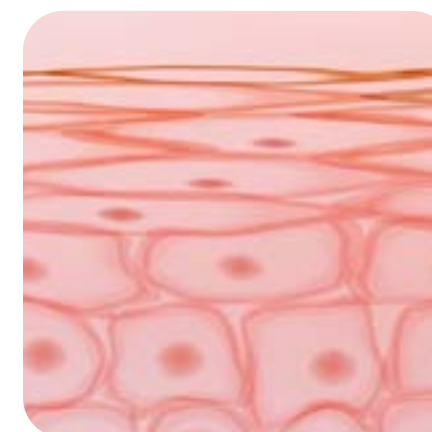
Confocal Raman spectroscopy produces depth-resolved concentration profiles of water and NMF components, including free amino acids, uronic acid and pyrrolidone carboxylic acid, from the skin surface to the viable epidermis. It is the only non-

invasive method capable of directly quantifying NMF in-situ without biopsy or tape stripping, making it uniquely informative for mechanistic studies. Its complexity and cost limit its use to specialist research settings, but it is increasingly requested as a complementary method in

premium and publication-oriented dossiers. Ultrasound methods (DermaLab Skinlab Ultrasound, RSOM Explorer C50) and spectrophotometric systems (SIAScope, Miravex) access the dermis, quantifying structural parameters including skin density, collagen network organisation, dermal

thickness and haemoglobin distribution. Their strong presence in the 2026 Skinobs hydration search data, with searches each for collagen and elastin measurement devices, directly reflects the convergence of hydration and well-aging positioning documented in the first Chapter Studies

incorporating these endpoints can substantiate revendications around skin plumpness, density and long-term structural benefit that instrumental surface measurements alone cannot support.



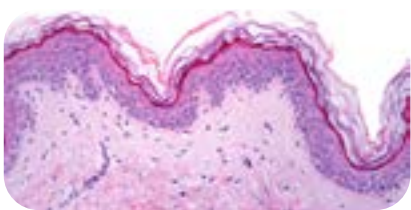
Google Image

High-technology and emerging methods

LC-OCT (Damae Medical) combines confocal microscopy resolution with the depth penetration of optical coherence tomography to produce **real-time, three-dimensional images of the skin microstructure at cellular resolution, non-invasively and without contact.** In the context of hydration studies, LC-OCT enables the simultaneous visualisation of corneocyte morphology, stratum corneum thickness, epidermal layer organisation and dermal-epidermal junction integrity, providing a structural correlate to biometric hydration data that no other currently available non-invasive method can match at this level of resolution. **Multiphoton tomography** (MPT Flex, JenLab) images collagen fibre networks, elastin architecture and cellular morphology at subcellular resolution in the living dermis, using two-photon excited fluorescence and second-harmonic generation. It is the reference method for studies targeting the structural dimension of deep hydration and well-aging revendications, providing visualisation of dermal architecture changes that cannot be inferred from surface or biometric measurements alone.

Preclinical methods

The platform references 77 preclinical providers across 15 countries. The dominant biomarker target is **hyaluronic acid**, assessed through proteomics, morphological imaging and Alcian blue histochemistry on **reconstructed epidermis and 3D full-thickness skin models.** Aquaporin-3 expression quantification via immunohistochemistry or RT-PCR, filaggrin expression profiling and ceramide synthesis assays complete the mechanistic toolkit for hydration-related ingredient claims. In-silico molecular modelling and AI-driven prediction tools, capable of simulating humectant-stratum corneum protein interactions and predicting active ingredient depth-penetration profiles, are increasingly integrated into the early-stage screening workflow, accelerating ingredient selection before committing to laboratory model studies.



Selecting the right method

Claims	Primary method	Complementary method
Moisturizing	Corneometry, impedance, capacitance	Dermoscopy, 3D imaging
Anti-dryness	TEWL	Lipids composition, surface greyscale image
Lasting hydration	Near Infra-Red Spectroscopy	Microtopography of the keratinocytes, Raman
Deep hydration	Ultrasound, RSOM, Opto-thermal emission radiometry (OTTER)	SIAScope
Architecture & Structure	LC-OCT, MPT , Confocal Raman Spectroscopy	Lipids composition
Well-ageing, density	LC-OCT, MPT	Impedance, ultrasound
Molecular level	Raman, LC-OCT	AQP3 expression in-vitro

Home devices and diagnostic

AI-powered connected diagnostics, smartphone-compatible probes, smart patches, microfluidic sensors and portable dermoscopes augmented by machine learning algorithms trained on large biometric datasets, are beginning to enable real-time, high-precision skin hydration assessment outside of controlled laboratory environments. Their primary near-term impact will be on consumer home-use studies, enabling panel sizes and geographic diversity that fixed laboratory infrastructure cannot match. The integration of these tools into regulatory-grade dossiers remains a methodological frontier, but their trajectory is clear.



Designing a robust hydration in vivo study

This chapter aims to clarify the essential elements of the protocol to produce scientifically usable data, specific to the performance and legally credible, thus ensuring fair communication to consumers

A well-chosen measurement method is only valuable if the study protocol is rigorous. The most frequent cause of disappointing or difficult-to-interpret results in hydration studies is not a failure of the instrument, but a weakness in the protocol. Choosing the right measurement method is a necessary first step — but it is not enough. In cosmetic hydration testing, the most common cause of inconclusive or unusable data is not instrument failure. It is protocol weakness: a panel that does not reflect the target population, a sample size that was never statistically powered, environmental conditions

that drifted between visits, or time points chosen by convention rather than by the claim being tested. This chapter walks through every design decision that determines whether a hydration study produces data that is scientifically defensible, revocationally specific and regulatorily credible — from defining the claim before anything else, to building a multi-method evidence package that holds up under scrutiny. The goal is simple: by the end of this chapter, you should be able to read a study protocol and immediately identify where it is strong, where it is vulnerable, and what it would take to fix it.

Start with the claim

Every decision regarding a protocol stems from a single preliminary question: what product promise exactly needs to be proven, on which subjects, under what conditions, and for what period?

A claim such as «**instant hydration**» requires a different panel, measurement points, and instruments than those required for «clinically proven improvement in skin dryness in 4 weeks.»

The following criteria can be considered:

- **Characterize the product:** area, quantity, frequency, conditions, and duration of application. Example: Eye serum versus body cream.

- Precisely define the **primary and secondary claims**. Example: Long-lasting moisturizer and emollient.

- **Describe the target population:** Age, ethnicity, skin type, beauty routine, prior hydration level, lifestyle, environment (sun, cold, pollution, etc.)...

- Define the measurement timeframes:

* **Effect after a single application:** t1h, t3h... t8h

* **Effect after treatment:** D0, D7, D14... D28, D56.

- **Multimodal measurement options:** self-assessment questionnaire, expert scoring, photography, etc.

Taking the time to detail the protocol specifications is never a waste of time. Testing laboratory teams can provide all the necessary guidance to conduct a well-designed study that objectively assesses product performance under optimal conditions.

Panel design

Panel composition is one of the most scrutinized elements of a hydration study.

Three decisions are essential.

- **Pre-inclusion of subjects:** Studies on dry skin require a maximum corneometry threshold at inclusion, generally less than 35 arbitrary units on the anterior forearm, to ensure that the panel accurately reflects the target population and that there is sufficient margin for measurable improvement.

Studies on normal skin use a defined range, generally from 35 to 55 units.

Postmenopausal studies require age criteria combined with skin hydration thresholds.

An unsuitable panel can be one reason why biometric data fail to statistically confirm a claim.

- **Calculation of sample size.** The required number of subjects must be calculated by a biostatistician before recruitment begins, based on the expected effect size, the variability of the chosen measurement method, and the desired statistical power. Undersized studies produce statistically inconclusive results, regardless of the formula's actual efficacy.

- **Washout period.** Subjects must discontinue the use of all moisturizing products for a defined period (the longer the period, the lower the compliance) of 2.7 to 14 days before baseline measurements. For longer periods, subjects may be given a neutral reference product. This will eliminate residual effects and ensure that baseline data reflect the true initial skin condition, not the residual effects of previous product use.

Measurement conditions

Insensible water loss (IWL) and impedance measurements are highly sensitive to environmental conditions. A temperature between 20 and 22°C and a relative humidity between 40 and 60% must be maintained in all measurement rooms throughout the study. Subjects must be acclimatized for at least 20 to 30 minutes before any measurement.

The same technician must perform all measurements, regardless of the measurement time, whether taken during the day or after 28 days of treatment, and at the same site. Any deviations must be recorded and reported. For studies combining multiple instrumental or imaging methods (Raman spectroscopy, LC-OCT, ultrasound), specific positioning and contact pressure protocols must be established individually for each device.



Time points

Measurement points should be defined according to the product claims. Generally, immediate effect requirements necessitate measurements 30 minutes and 2 to 4 hours after application. Evidence of a moisturizing effect after a single application extends up to 8 hours and sometimes 24 hours. Longer-term studies targeting a deep moisturizing effect, structural improvement, or benefits on overall hydration mechanisms require weekly or bi-weekly measurements over a

period of 28 to 56 days, possibly with an interim measurement at 14 days, which is valuable but influenced by the menstrual cycle. Each measurement point must be performed under identical conditions. Drift in environmental parameters, operator variability, or the application protocol between visits are among the most frequent sources of unexplained variation in hydration data.



Multi-method design

Studies of the skin's hydrating effects using a single type of device may sometimes seem insufficient to support claims for «premium» products or to validate Research & Development studies.

For complex objectives, multimodal studies are increasingly gaining traction, combining different technologies and methods, such as analyzing the stratum corneum, which is more superficial,

with deeper layers. Structural, quantitative, and visual evaluation parameters, or prior in vitro testing of various biomarkers, can be added. This increasingly popular multimodal approach provides consistency in understanding the biological effects across different layers and significantly strengthens the scientific credibility of these studies.

Finding the right laboratory

Protocol quality and laboratory quality are inseparable. A study designed to the highest methodological standard will produce unreliable data if executed by a laboratory without the right instruments, trained operators and panel recruitment infrastructure for the specific study requirements.

Skinobs connects formulators and R&D

teams with over 400 specialized cosmetic testing laboratories across 124 countries, searchable by measurement method, skin type, study design and geographic zone. Whether the requirement is a single-site dry skin panel study or a harmonized multi-country program integrating advanced imaging and classical biometrology, the right partner is identifiable in minutes.

Find your test and laboratories. Worldwide. In minutes.



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South America
462 methods / 19 laboratories



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