

zoom #6

BY SKINOBS

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2018 began with all the R&I expectations sourced in the latest technologies: personalized cosmetics, devices, imaging, e-diagnostics, I.A, IoT, big data... How will these new concepts influence the way to support claims? After **COSMETAGORA** (booth 44) in Paris and **COSME'TECH** in Tokyo, we will continue to follow the progress of cosmetics testing field to share with you its most up-to-date and finest overall view. In this newsletter, we will inform you about the Hair Care and the "soothing effect" assessments. Then we will give you the latest news of our partners' instrumentation and testing labs: Bio-EC, Cerco, Cosmepar, DermScan, Eotech, Eurofins, Intertek.

Happy New Year !
Anne Charpentier, CEO

Skinobs platform, helps you day after day to choose the methods, the labs and the country of your future Human testing

The platform becomes month after month, an indispensable tool for R&D managers, formulators, marketers and regulatory authorities in charge of the claim substantiation. After efficacy and tolerance tests, we continue with the referencing of **hair care testing**.

As usual, we keep an eye on both latest technological innovations and marketing claims to **extend the database** with the relevant testing methods and devices (see the microbiota and anti-pollution testing). We are still working on collaborating with the several stakeholders of this sector to build a robust bridge between science and marketing.

By connecting to the platform, the cosmeticians can consult their worldwide partners and ask them directly more information with an **automatic and prefilled form**. Substantiating claims has never been easier. Let ask specific request and give us your feedback at contact@skinobs.com

How does the database accelerate your skin evaluation?

For biomechanical properties and lifting, firming, plumping, resculpting, restructuring or tonic effects, you find:

+7 methods

+40 testing labs

+28 countries



Discover

160 tests

60 claims

30 countries

Statistics of Skinobs traffic

+1,550
CONNECTED
COSMETICIANS

+550
USERS*

*in October 2017

+46%
SESSION*

*compared to
October 2016

+11,500
PAGES VIEWED*

*in the last 6 months

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Soothing effect by Skinobs



30 METHODS



43 TESTING LABS IN 27 COUNTRIES



18 DEVICE MANUFACTURERS

SOOTHING EFFECT

The skin plays multiple roles of protection, perception, immunity, regulation or blood and lymphatic reservoir for the whole body. Thanks to several mechanical, chemical or biological (sebum, biofilm ...) reactions, the skin ensures its integrity according to the various endogenous or exogenous environmental variations. Today, the increase in the fragile phenomena of skins is a major issue in the development of the dermo-cosmetics. The soothing effects are associated to respond to environment, sun, pollution, cold or specific skin physiological conditions.

Thus, cosmetic products, first protect, then restore the barrier function, strengthen the extracellular matrix, repair, soothe pruritus and itch, regenerate or calm irritations and red. They can also reduce the inflammation, and help to treat both allergic contact dermatitis and atopic dermatitis, even if it is not cosmetically correct to say it under some regulation latitudes.

Skinobs platform lists more than 30 methods that meet this claim, in addition to other methods such as consumers testing, clinician scorages and sensory analysis.

Physiological approach

- **TEWL for the skin permeability:** Aquaflux, Dermalab, Evapometer, Vapometer...
- **Microcirculation:** Laser Doppler, Tivi 700, Tivi 8000
- **Moisturizing:** Corneometer, Epsilon, MoistureMeter, MoistureMap, MoistureMeterEpi...
- **Microbiome integrity:** PCRs, rRNA, S16 rDNA, ITS Mass Spectrometry, Nano LC-MS/MS

At surface level

- **Temperature:** FIR thermal camera, thermometer, Evatherm by Eotech
- **pH :** Skin-pH-meter 905
- **colour:** C-Cube, Chromameter, Spectro-colorimeter, Visioscan, Mexameter, SkinColorCatch, TiVi 70
- **Surface visualization:** DermaTOP, Antera 3D, and all dermascopes

Cellular level and omics approach

- **Lipids analysis** with Shotgun mass spectrometry by Lipotype
- **Multi-omics** mechanisms by Phylogene and Oxiproteomics
- **Skin structure:** Optical Multiphoton Tomography [MPT Flex], confocal microscopy

Major innovations in the perception objectivation remain to come if it considers the latest research on **sounds, taste, smell or vision receptors** present in the keratinocytes as specified by Mr Briand (INRA), and Mrs Broussard (Shiseido), during the recent JP Marty days on the barrier function topic. In complementary ways, the testing innovations will be initiated with new active developments, without talking about the most promising role of cannabinoids in the treatment of itch.

BOOM IN THE EFFICACY TESTING OF HAIR PRODUCTS

Hair and beauty is a wide field of investigation for both devices manufacturers and testing laboratories. The **Hair care global market** is recording an annual growth of 3% and will exceed the **\$ 91 billion** said Premium Beauty News last year. Shampoos, conditioners, colorations, permanents, styling gels, offer various ways to follow the hairstyle trends. The ingenuity of the cosmeticians makes so many organoleptic designs possible with a multitude of benefits whatever is the type and ethnicity of hair: **Care, Volume, Anti-Frizz, Smoothing, Flat Hair, Repair, Gloss, Shine, Colour, Fine Hair, Curly Hair, Restore, Anti-Sebum, Anti-Dandruff, UV Protection, Anti-Breakage, Moisturising...**

The list of the biometrological protocols dedicated to fibres and head testing is vast focusing different targets: the scalp, the cuticle, the cortex, the hair structure and mechanisms or the growth...

- **Fibre physical aspects** and swelling Analysis: hair cross-section by dimensional Analysis.
- **Mechanical analysis** for suppleness, flexibility, break resistance, smoothness: with tensile, Stress Relaxation, Fibre Bending, Torsional Analysis, Combing Analysis (Wet or Dry), Friction, Curl Compression, Three Point Bend.
- **Global hairstyling** Anti-Frizz, Volume, Curls, Bending Force, Remain Hold, Flexible Hold, Combability, Shine: Image Analysis.
- **Hair structure and permeability:** infra-red microscopie, confocal microscopy...
- **Color and shine:** permeation, Color Fade, bleaching test.
- **Specific claims:** Anti-sebum, Anti-Dandruff by gravimetry, Hair Loss by trichogramm.

The major issue of this beauty category is to answer the needs to combat both intrinsic and external damages (mechanical, thermal or chemical treatments) and protect from the environmental conditions. To substantiate all claims there are many protocols analysing at both microscopic and global scales. No need to split hairs anymore!



Partners key figures

5

DermScan's testing centers in the world

20

years of BIO-EC creation

25

years of Clinical Testing at Intertek

30

years of testing for Life by Eurofins

70

percentage of the clinical testing increase in 18 months by Cosmepar

15,000

subjects meeting in one year by Cerco

A WORD OF EXPERT



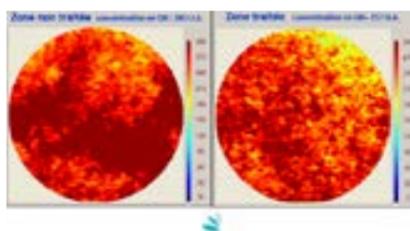
Today "innovation" is the new buzz word in cosmetics as an efficient business booster. But what is innovation? It is all about being connected with consumer needs and usages to enhance consumer experiences by creating a market.

The number of consumers complaining about **sensitive and reactive skin** is more and more important. This phenomenon can be due to **internal aggression**: aging, poor diet, hormone disruption, stress... but also related to **external aggression**: wind, cold, sun, and one of the growing skin enemy: pollution. Which explains why we have seen emerging a large offer of skincare products with **anti-pollution claims**.

Initially protocols were simple by exposing skin replica to dioxide gas and to quantify the dust level associated to product barrier effect. Now to innovate, we need to be more and more precise, as being able to replicate the air of the most polluted cities/countries, simulate temperature/light exposure variations due to different climate but also the increase of vehicles number and the impact of the ozone layer destruction.

CRO have to develop constantly new test protocols and methods, because it is essential to be able to have a differentiating communication to help consumers recognize an innovative product launch.

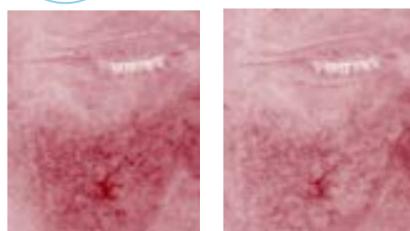
Soothing effect of after-sun products: the DermScan approach



When the skin is attacked by the sun, it presents many signs such as: erythema, vasodilatation, hyperthermia and hypersensitivity... To demonstrate the soothing effect of **after-sun products**, DermScan implements complementary approaches:

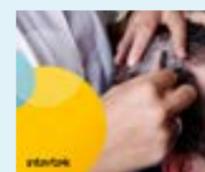
- **UV irradiation** (> 1MED) leads to the appearance of a sunburn. The evolution of the redness [a*], with or without a soothing product, can be followed (spectrocolorimeter, Mexameter®).
- **Infra-red exposure** leads to the appearance of a thermal erythema. Microcirculation measurement with laser Doppler, or TiVi® as well as skin temperature (thermal camera, Laser Doppler) allows to compare the soothing and cooling effects of the products. www.dermscan.com

Sensitive skin: Evaluation of soothing effects by the Cerco



Whether natural or induced, consumers are increasingly concerned by skin sensitivity, and therefore it drives them to look for adapted and soothing cosmetic products. To assess this sensitivity, an interrogation is necessary, but the same symptom can be perceived very differently from one person to another. Therefore, the declaratory evaluation must be confirmed by objective measures to quantify precisely the **real degree of sensitivity**. Thus, in addition to the scales of perception submitted to volunteers, many measurements quantify the visible or not consequences of cutaneous sensitivity: redness, alteration of the microcirculation, alteration of the skin barrier, pH imbalance, skin temperature increase, dryness... The soothing effect of a cosmetic should result in the **decrease in the perceptions of discomfort** ideally coupled with an improvement of the biometric parameters for a lasting soothing effect. www.cerco.tests.com

How Intertek can objectivate the hair care products?



The Intertek Clinical Study Center offers a **comprehensive selection** of clinical studies to test the efficacy and safety of your hair care products:

- **Anti-dandruff efficacy:** clinical scoring completed by trained and accredited expert technicians. Samples can also be taken from dandruff affected parts of the scalp, for analysis at our partner labs (for example, microbiome analysis).
- **Redensifying/anti-hair loss efficacy:** the phototrichogram technique makes it possible to measure different parameters: total density, anagen/telogen ratio, percentage of telogen hair, growth rate, etc.

All our studies are conducted under **clinical control**. We have a **network of professional hair stylists** to provide advice and supervision or to apply your products and/or evaluate your professional products. We update our **database of over 6,000 volunteers** daily. We have **specially-equipped technical rooms** with shampoo stations. www.intertek-france.com/etudes-cliniques

Eurofins: Investments for Excellence in clinical testing



In 2017, French Group EUROFINS has invested in Sun Care testing excellence with Eurofins **Dermatest acquisition in Sidney**,

strong of 20 years of expertise in this area and has set up a global group project for **SPF testing throughout its network of 4 clinical testing laboratories**. European laboratories have also been strengthening with their offer in hygiene product testing (deodorants, antiperspirants, cleansers, make up removers). R&D teams in French laboratories, based in Aix-en-Provence and Bordeaux focused this past year in new trends such as **anti-pollution and microbiome protection** testing. Eurofins clinical testing offer covers all cosmetics areas (make up, hygiene, skin care, dental and hair care products). In 2018 EUROFINS will offer clinical testing in Asia. www.eurofins.com/cosmetics.

Agenda

09-10 JAN. Cosmetagora Paris Meet us booth 44

24-26 JAN. Cosme'Tech days Tokyo

News

Read the latest news on cosmetics testing. Subscribe to the online Newsletter: www.skinobs.com/news

New clinical evaluation approaches for blue light and complexion by BIO-EC



After inaugurating its **new clinical testing space** in May 2017 and in response to the growing demand for novelties in substantiation in vivo, the laboratory has **been equipped with two new tools**. **The Medisol® lamp** allows to reproduce the skin's exposure to blue light and to evaluate the effects on pigmentation, as well as the **GP150 from Seelab**, a latest-generation spectroradiometer offering a new approach to complexion evaluation (brightness/mattness) on volunteers thanks to its unprecedented angle measurements, mono-angle for color, multi-angle for the color with effects and a gloss-meter to measure the brilliance/gloss..

www.bio-ec.fr

Cosmepar Group celebrates its 40th anniversary



By opening an **Additional testing Unit Clinical** in the heart of Nantes from next March, COSMEPAR expands its possibilities for the reception and recruitment of volunteers, the current number of nearly 6 000. The group is focusing on the effect of synergy of its **three Laboratories** for deploy a unique expertise. The tests on the **Skin Microbiome** or the **Microbiological Use Test (MUT)** developed over the past three years, illustrate this winning strategy with an increase in the «**Clinical**» **turnover of almost + 70%**. To accompany this development, the company will therefore double the area dedicated to testing in vivo on humans. www.cosmepar.fr

TRENDS, MICROBIOME UPDATE



Marie-Alice Dibon,
Innovation and science consultant
Alice Communications Inc

A lot has happened since I first wrote about the Microbiome, back in 2012. Small brands have rushed in, large ones, not so much, but there is definitely a lot of activity on the dermo brands front, and the premium consumer side is slowly starting. **So why are premium brands so timid in using the Microbiome argument?** I think we are by now past the "Yuk" factor. And the idea that brands don't speak nearly as much about the Microbiome as they research it, speaks volumes on, well, how little they feel they really know.

The Microbiome is young. It is a discipline that is still in its infancy. Especially in Skin Care. Sampling is complicated, following up is a nightmare. **Lifestyle impacts the Microbiome as much as genetics does.** The liminal nature of the "organ" complicates matters a great deal. So, yes, I see a lot of claims, many of them implying things that we just can't be sure of. Yet.

What we need, before we speak with the consumer (about products in the meantime, by all means, talks to the consumer, educates her, it is part of your mission as life science professionals), is industry-wide guidelines and consensus. If understanding what is happening on the skin with the Microbiome remains complex despite the presence of excellent testing labs in the space, one thing would help a great deal: understanding the impact of our products BEFORE they are formulated. Let's make it routine to test our raw materials for their Microbiome impact, before the regulator makes us.

Retrieve your in human testing partners



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They have placed their trust in us

Académie - Aesop - Aiglon - Akott - Alban Muller - Ales Groupe - Alpol - Arome Pacific - Asepta - Avon - Basf - Bayer - BCM - Beiersdorf - Berkem - Bioderma - Biolie Boots - Botanicchem - Bulgari - Capsum - Cattier - Chanel - Charabot - Chemyunion Clariant - Clarins - CLR - Codif - Coptis - Cosmebio - Coty - Covesstro Croda - Dipta DSM - Dupont - Evonik - Expanscience - Exsymol - Fiabila Filorga - Galderma - Gattefosse - Greentech - Givaudan - Groupe Batteur - Guerlain - HERMES HORMETA - Idbio - Impag - Inderma - Ingrid-Millet - Isdin - Johnson & Johnson - Kanebo - KDC Kialab - Kobo - Laboratoire Gilbert - Laboratoires Genévrier - Laboratoire Rivadis - Lea Nature - Le Petit Olivier - Lipoid Lipotec L'occitane - L'oréal - Lucas Meyer - Make Up For Ever - Marionnaud - Mavala - Merck - MIBELLE MULTALER - Naos - Natura Naturex - Nikkol - Nuxe - Ocealys - Omega-Pharma - Oriflame - Panther - Payot Procter & Gamble Philips - Pierre Fabre - Provital - Puresentiel - RAHN LVMH - Robertet - Romy Paris Rossow - Sanofi - Sederma - Sensib - Sephora - Seppic Shiseido Shoyo - Sicaf - Silab - Sisley - Solabia - Sollicbiotech - Sothys - STRAND SVR Symrise - Syntiva - Thalgo - Thor - Unipex - Version Organique - Weckerle - Yves Rocher - Yves Saint Laurent...

Contact

contact@skinobs.com

www.skinobs.com

Technolac • 17 rue lac Saint André
73 370 Le Bourget-du-Lac • FRANCE