



# MyMicrobiome

The Microbiome Company

## Global First Microbiome-Friendly Standard for Eczema-Prone Skin

*Hauptwil, Switzerland – July 2025* — MyMicrobiome is proud to announce the launch of **MyMicrobiome Derm Standard – Eczema**, the world's first microbiome-oriented standard specifically developed for products for eczema-prone skin. This groundbreaking certification assesses the impact of cosmetic and dermatological products on the unique and sensitive microbiome of people with atopic dermatitis (AD). The Eczema standard provides distinct criteria for adult and infant skin.

Eczema, particularly atopic dermatitis, is one of the most common chronic inflammatory skin conditions worldwide. It affects people of all ages and significantly impairs quality of life due to its chronic course, frequent flare-ups, and associated physical discomfort. A hallmark of AD is a weakened skin barrier, which leads to increased transepidermal water loss and greater susceptibility to allergens and microbes.

### The role of the microbiome in eczema

More and more research is showing that eczema is closely linked to microbial imbalance. Up to 70% of AD lesions are colonized by *Staphylococcus aureus* (*S. aureus*), a bacterium that exacerbates inflammation and disrupts the skin's ecosystem. During flare-ups, the diversity of the microbiome decreases, allowing pathogenic strains to dominate. Despite this, most skin care products are not tested for their effect on this sensitive microbial environment.

Dr. Kristin Neumann, Co-founder and CSO of MyMicrobiome, explains:

“Skin prone to eczema needs more than just mild formulations—it needs products that actively support microbial balance. The overgrowth of certain *S. aureus* strains is a major factor in flare-ups, but at the same time, preserving beneficial bacteria is essential for long-term skin health. Our new standards meet both requirements, for adult and infant skin separately addressed.”

**MyMicrobiome Derm Standard 27.10/11 – Eczema** comprises a series of advanced laboratory tests conducted in certified laboratories in Switzerland and Germany. The assessment determines whether a product can reduce or inhibit harmful *S. aureus* strains while preserving beneficial commensal bacteria that protect the skin barrier.

Products that meet all criteria are allowed to carry the **Microbiome-Friendly Derm Seal**, which stands for scientific validation and consumer confidence. The first products have already been successfully certified according to the eczema standard.

Learn more at: [www.microbiome-friendly.com](http://www.microbiome-friendly.com)

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About **\*\*MyMicrobiome\*\***:

*The scientist- and women-led MyMicrobiome AG offers the global first and only registered certification mark for microbiome-friendly products. It offers certification standards for microbiome-friendly cosmetics, pharmaceuticals, textiles, hygienics, and standards for pets. MyMicrobiome represents the globally leading industry standard for Microbiome-friendly certification, contributing to its vision of "a better, microbiome-friendly world."*

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