

Microbiome-friendly Certification



For a better, Microbiome-friendly world!

presented by



microbiome-friendly.com



About MyMicrobiome – A quick introduction

MyMicrobiome was founded 2018 by a dynamic and committed team of mostly female scientists and microbiome enthusiasts.

The head office is located in Liechtenstein with further subsidiaries in Bavaria / Germany, Switzerland and Norway.

Our mission is to spread the knowledge about a healthy, unharmed microbiome and to provide a decision-making aid to customers and profiling tool for brands.

Besides certifying products that impact the human microbiome, our German subsidiary offers microbiome expertise and individual R&D services to companies in the Microbiome business.

What is the "Microbiome-friendly" certification?

MyMicrobiome created the **world's first independent seal of quality for Microbiome-friendliness** of cosmetics and personal care products.

This guarantees producers, buyers and consumers that all successfully tested products respect the microbial diversity.



The **team** behind MyMicrobiome



**Dr. Kristin
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Co-Founder &
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Executive Assistant &
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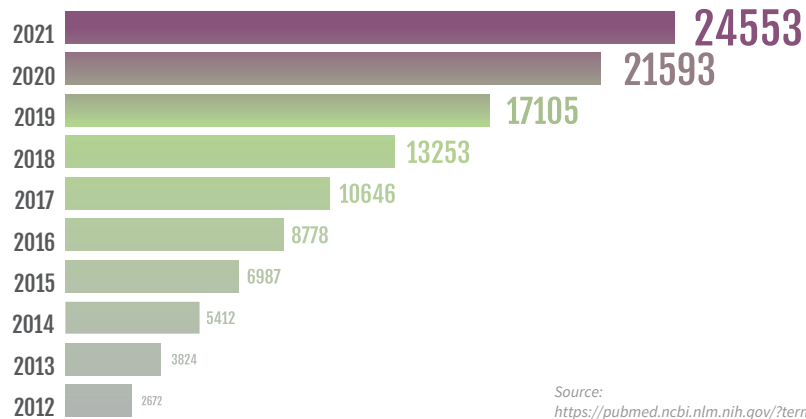
Chief Marketing &
Sales Officer



The microbiome – a key issue for the future!

After “organic”, “natural” and “vegan” the focus on the **microbiome** is the future trend regarding sustainability of products.

The publications on **PubMed** regarding the microbiome increased by about 920% from 2012 to 2021.



Source:
<https://pubmed.ncbi.nlm.nih.gov/?term=microbiome&filter=years.2012-2021>



The microbiome – future immunity for consumers

50%

of consumers of soap/bath/ shower products aged 18+ in the U.S. are interested in trying products that protect the microbiome*

As the microbiome is the first line of defence for the body, it will play a crucial role in immunity and holistic health in the future. A study carried out by the CDC reveals that at least 1.7 million people develop sepsis each year. Antibiotic resistance is a huge global issue and is a precursor to sepsis. It occurs when the host's bacteria become resistant to the drugs administered to kill them.

With increased hand-washing and over sanitising, this issue may worsen as the threat of further infectious outbreaks remains high globally, so desired skincare solutions that maintain the natural functions of the skin microbiota will become an established beauty staple. Skin conditions such as eczema and acne will also drive formulations to target the microbiome.

* Source: Mintel
Base: 1,963 internet users aged 18+ who use soap, bath and shower products US, December 2019.



Why should I become certified?

The advantages of a "Microbiome-friendly" certification:

Validation of claims | Passing the test comes with the assurance that your product respects the body's microbial diversity and balance. You can be proud of your achievement!

Competitive advantage | Quality seals are a very important factor for consumers in aiding the decision process which items to purchase.

Transparency | For the health-conscious consumer our certification is imparting confidence in your product.

Marketing tool | A seal of quality is a proven branding tool and is crucial in the consumer's buying process.

A key issue for the future | The topic microbiome is increasingly gaining awareness.



What **criteria** do we consider?

Principle of the tests:

NO INFLUENCE ON THE KEY PLAYERS OF THE MICROBIOME

MICROBIAL QUALITY



Quality control for contaminations in the product according to DIN EN ISO 17516:2015.

BALANCE



The product is added to a co-culture of *S. epidermidis* and *S. aureus*. The balance should either stay stable or shift towards *S. epidermidis*.

DIVERSITY



The product is added to a co-culture of the key microbes of the specific body site. The number of the individual microbial strains should neither decrease nor increase.

VITALITY



The product is brought into contact with the key microbes of the respective body area and growth is observed. The product should not impair growth of the tested microbes.

The MyMicrobiome Standards

Standardized methods to prove the microbiome quality.

SKIN



Standard 18.10

SCALP



Standard 19.10

INFANT SKIN



Standard 20.10

VAGINAL TRACT



Standard 21.10

FOOT



Standard 22.10

MOUTH



Standard 23.10

NOSE



Standard 24.10

GUT



Standard 25.10

in development



Your product has passed the test – what next?

Your product will be awarded with the “**Microbiome-friendly**” seal of quality:



MINI | The "Microbiome - friendly" Mini seal in a compact, miniature format. It's a top eyecatcher and therefore perfect for applying to packaging as it takes up a small amount of space.

REGULAR | The "Microbiome - friendly" Regular certificate is our originally registered seal of quality. Perfect for applying to packaging on which more space is available. Also as an eyecatcher on websites.

DETAILED | The "Microbiome-friendly" Detailed certificate is the big brother to our "Regular" seal. Anyone who likes to design their products in an eye-catching way and wants to provide consumers with the best possible information is in the right place with this variation.



Your product has passed the test – what next?

- 1** | Employ the seal of quality to increase sales and enhance your brand. For example by applying the seal directly onto your product or onto the product packaging; by publishing the seal on your website, in press articles, on social media platforms, etc.
- 2** | MyMicrobiome will publish your certified product on www.mymicrobiome.info in its online product-catalogue.
- 3** | MyMicrobiome will promote your certified product in our newsletter and on social media upon request.





Over 200 certified products worldwide by 2022





You would like to have your **product** tested, too?

Which products can you test?

According to the MyMicrobiome standards all products that are in contact with the adult or infant body can be tested.

Some examples of the respective items include:

Lotions, creams, oils, serums, cleansers, gels, shampoos, nasal sprays, cosmetic ingredients, soaps, shower products, baths, deodorants, toothpaste, mouthwash, etc...

How long does the certification process take?

Once you have placed the order and we have received the samples of your product, the process takes between 8-12 weeks.





You would like to have your **product** tested, too?

Who performs the test?

The tests are performed by independent and certified labs in Germany.

How much does the test cost?

As an independent certification company, we are obliged to keep our testing and licensing costs transparent. We have a price list that you are welcome to request from us.

How long can the seal of quality be used?

The seal of quality does not expire as long as the tested product is not changed. The first year of use is free of charge. From the second year a license fee is due.





Contact details

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**"Be part of the beauty revolution
towards a Microbiome-friendly
beauty industry"**

Dr. Kristin Neumann
Co-Founder and Microbiologist

