

The background of the slide is a deep blue gradient. It is populated with numerous bubbles of varying sizes, some of which are large and prominent, while others are small and scattered. The bubbles have a realistic, glossy appearance with highlights and shadows, giving them a three-dimensional look. A soft, curved white line sweeps across the lower portion of the image, separating the text area from the bottom of the slide.

LIPEX[®] Shea

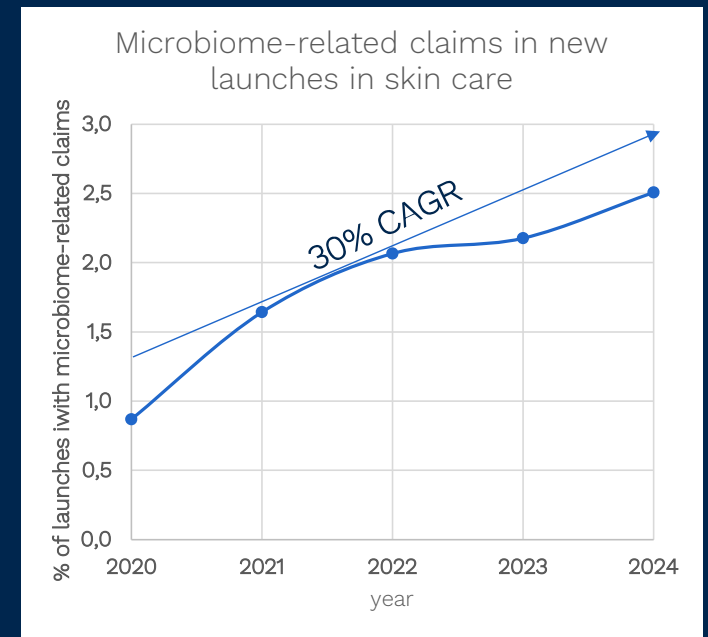
A Microbiome-friendly shea butter

Microbiome-related claims are booming

Longevity replaces
antiaging



Focus on skin health
incl. Skin microbiome



Mintel GNPD, Products containing microbiome in the product description.

Maintaining the skin's microbiome balance is essential for overall skin health.

A well-balanced microbiome:

- ***Protects the skin barrier***, helping to prevent dryness, irritation, and sensitivity, while also ***supporting the immune system*** by defending against harmful bacteria and inflammation.
- It plays a key role in ***keeping the skin hydrated, reducing the risk of conditions such as acne, eczema, and rosacea***,

Microbiome-friendly products help maintain this natural balance, keeping the ***skin healthier, stronger, and more resilient over time***.

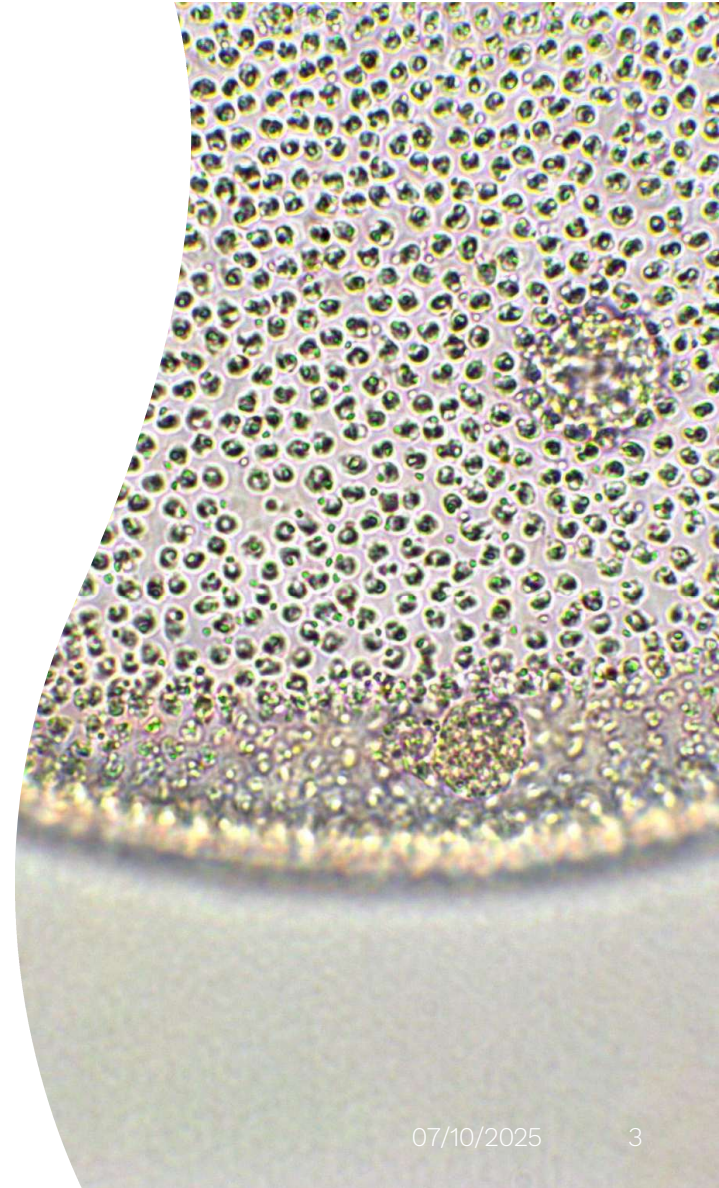
Skin Barrier Function and the Microbiome - Lee & Kim, *International Journal of Molecular Sciences* (2022)
Functions of the skin microbiota in health and disease - Sanford & Gallo, *Seminars in Immunology* (2013)
Dermatological Health in the light of skin microbiome evolution - Haykal, Cartier & Dreno - *Journal of Cosmetic Dermatology* (2024)



The Co-Development Company

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Skin-friendly products must also be microbiome-friendly and ensure the maintenance of the balance among the skin microorganisms

How does a product need to perform to be considered microbiome-friendly?

	Balance	Diversity	Vitality
What	The product should not disturb the balance between friendly and harmful bacteria.	The product should maintain the biodiversity of microorganisms of that specific body region	The growth of the individual key organisms should not be influenced by the product
How	Ratio between <i>Staphylococcus Epidermis</i> (“friendly”) and <i>Staphylococcus aureus</i> (“harmful”)	Co-culture of key organisms of the specific body region are incubated with the product	The key organisms are individually brought into direct and indirect contact with the product, and their growth is observed



LIPEX® Shea is now certified microbiome-friendly

According to *MyMicrobiome Standard 18.11 Face / Body*. ([18.10 face & body microbiome - MyMicrobiome Certification](#))



The certification demonstrates the outstanding quality of LIPEX Shea and its ability to preserve the skin microbiome

For more info:

- Report available on demand
- Visit: www.mymicrobiome.info.