

The microbiome, anti-ageing and skin health claims

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Anti-Ageing Skin Care Conference 2020
Virtual Edition

To claim an anti-ageing benefit you need to define skin ageing



<https://www.olay.co.uk/en-gb/skin-care-products/total-effects-7-in-1-anti-ageing-day-moisturiser-with-spf-15>

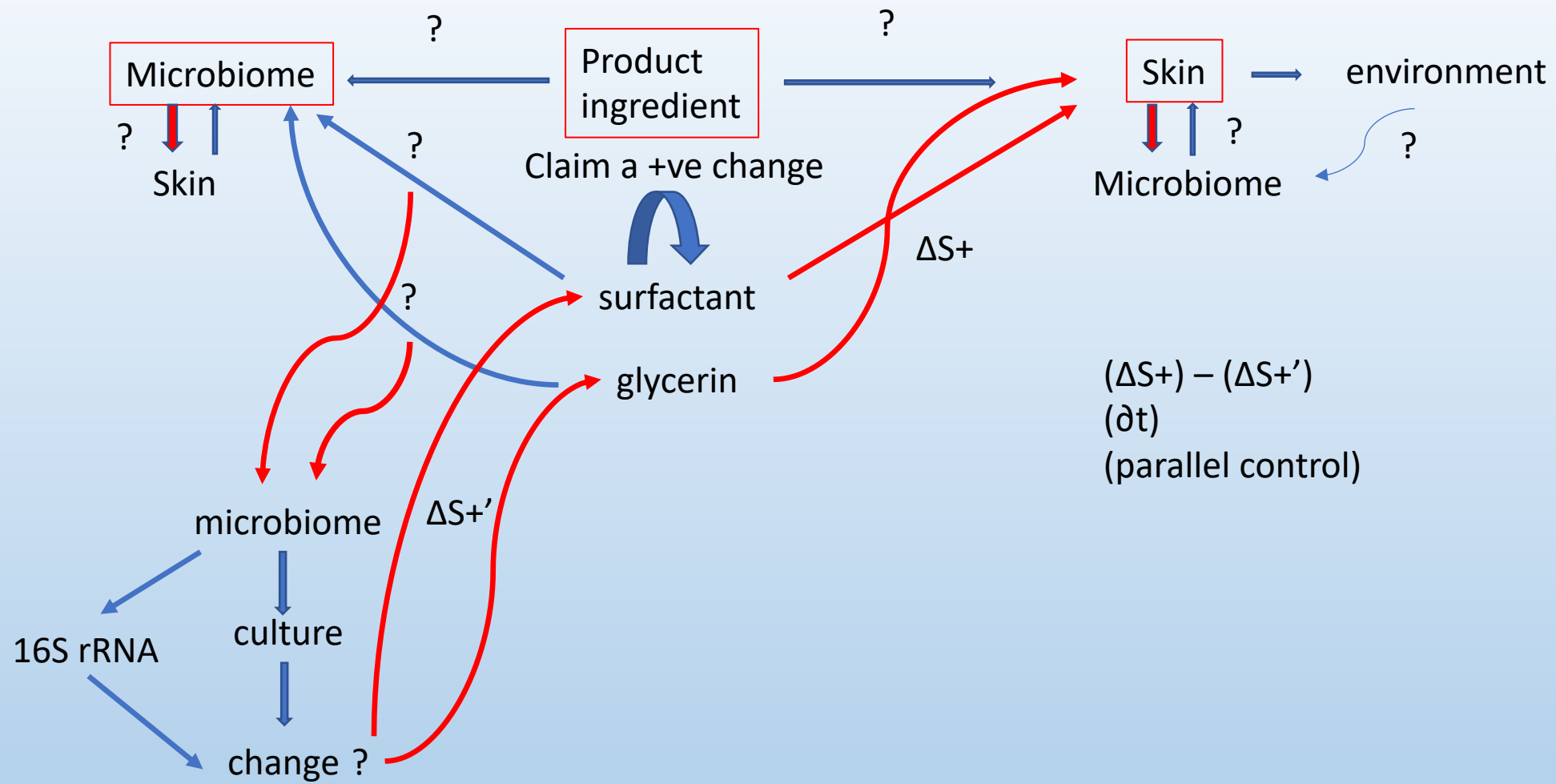
- 1.Reduces the appearance of wrinkles
- 2.Moisturises
- 3.Evens skin tone (Reduces appearance of age spots)
- 4.Refines look of pores
- 5.Smoothes the texture of the skin
- 6.Brightens
- 7.Helps to restore skin's firmness.

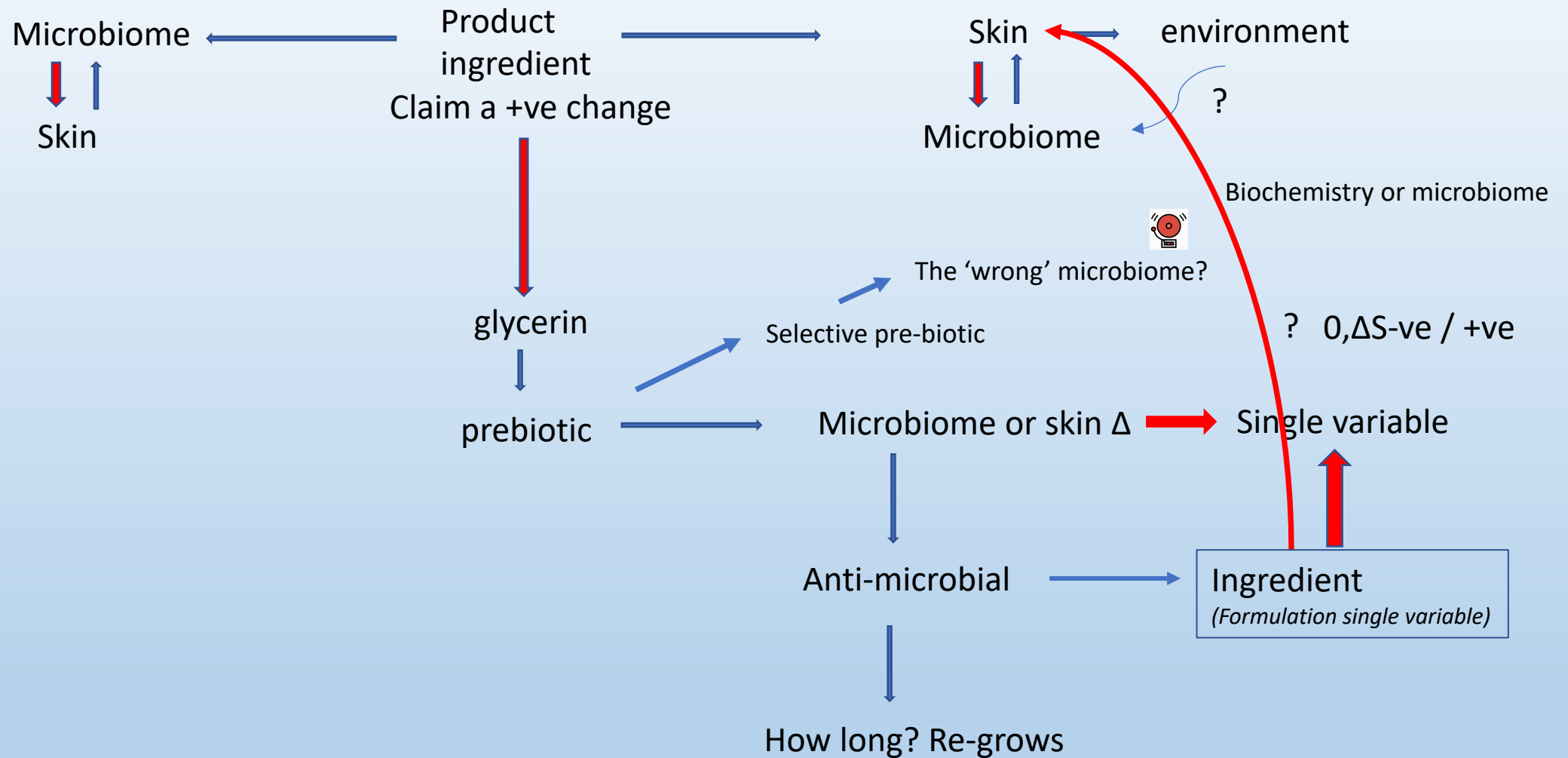
What is the technical model that means the microbiome has any effect on the 7 signs of ageing?

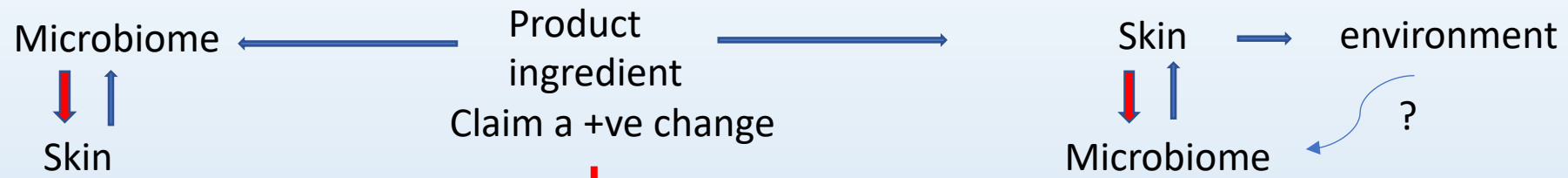
If there isn't a reason then there isn't a claim.

“To date we have seen no sound data proving cosmetic ingredients or products have an anti-ageing benefit, or a general skin health benefit, as a result of changing or complementing the skin microbiome”

Is that because it doesn't work or can't be proved?







Which bit of skin?

Which microbiome?
Location, age, race, sex, diet ...

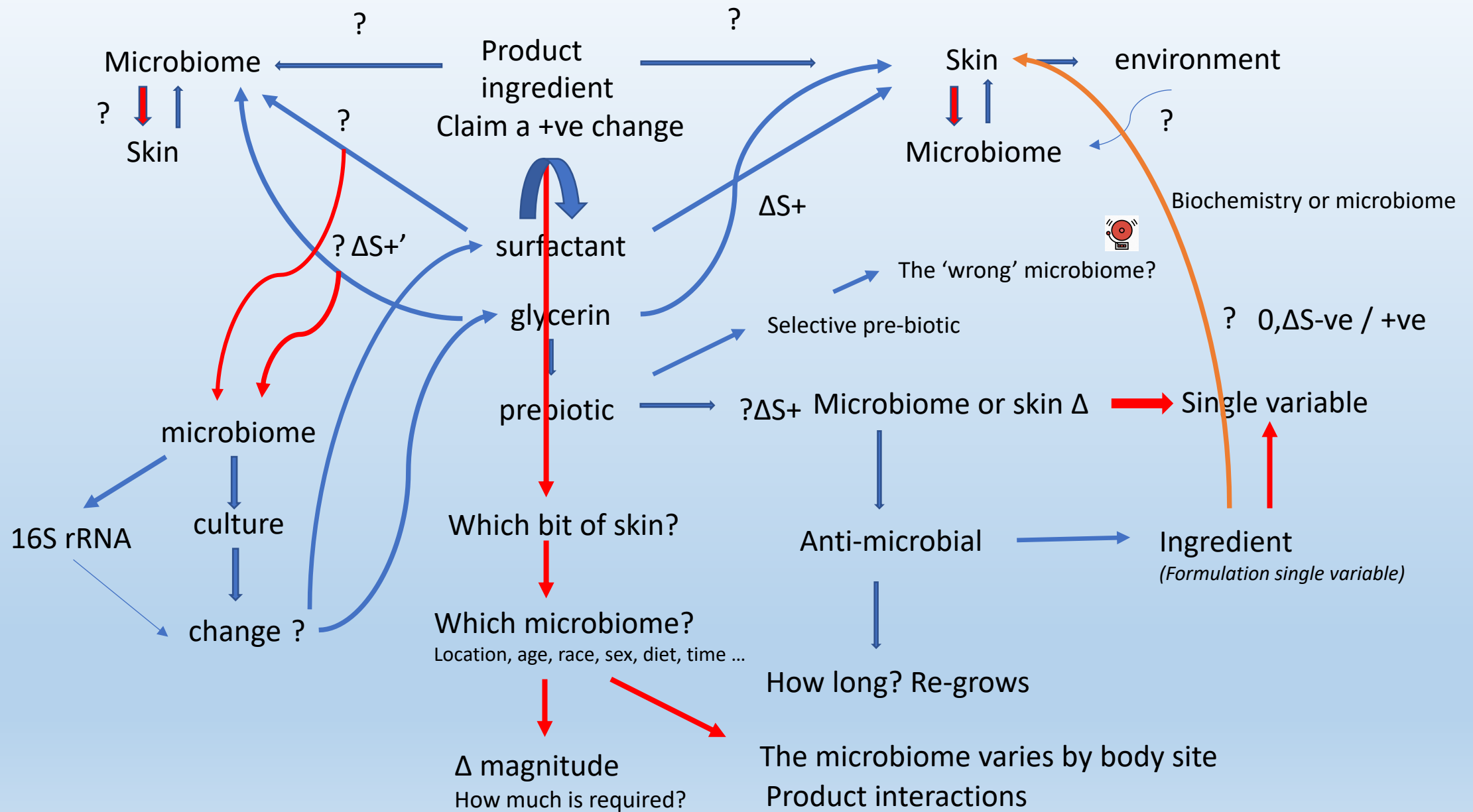
Δ magnitude
How much is required?

The microbiome varies by body site

Face: T zone, terminal and vellus hair sites
Multiple products, multiple layers

Before you consider making anti-ageing or skin health claims based on changing the microbiome, you need to have supporting data.

To get the data you need to spend a few minutes thinking about experimental design !



Does changing the microbiome change the skin?
Will it have an anti-ageing or skin health benefit?

I'm yet to be convinced but data can change that

The Cider Solutions Microbiome prize



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- A case of Champagne to the first proof that changing the microbiome alone results in healthier or younger looking skin
- In “every day”, non medical skin conditions.
- Using cosmetic ingredients / products
- Submission of any study for review.
- All conclusions will be made public

** The image is for example only and other champagnes may be substituted.*

To make microbiome based anti-ageing and skin health claims, you will need:

1. A strong technical model that demonstrates the microbiome could have an effect on skin ageing.
2. A strong technical model for “everyday skin” and the controlling effect of the microbiome.
3. Single variable data to demonstrate the microbiome changes the skin more than the product or ingredient

Only then can you contemplate claims that your product changes the microbiome and, as a result, improves skin health or improves skin ageing