



Microbiome in Personal Care Market insights

Market products, consumer claims and BASF solutions

Florham Park, NJ | October 2019

 **BASF**

We create chemistry

What BASF is doing in Skin Microbiome



Cutting edge research

Create the latest advances in cosmetic active ingredients based on live bacteria, bacterial extracts or active ingredients to promote and protect the microbiome of the skin



Scientific collaborations

Team up with other researchers to acquire complimentary expertise and access scientific expertise and equipment



Consumer trends & insight

Understand how consumers trends towards natural, organic products and active beauty are shaping the evolution of products adapted to the skin microbiome



Formulation & Innovative clinical trial

Translate research into clinically & commercially viable products: design innovative clinical trial and learn how to formulate “biotic” extracts

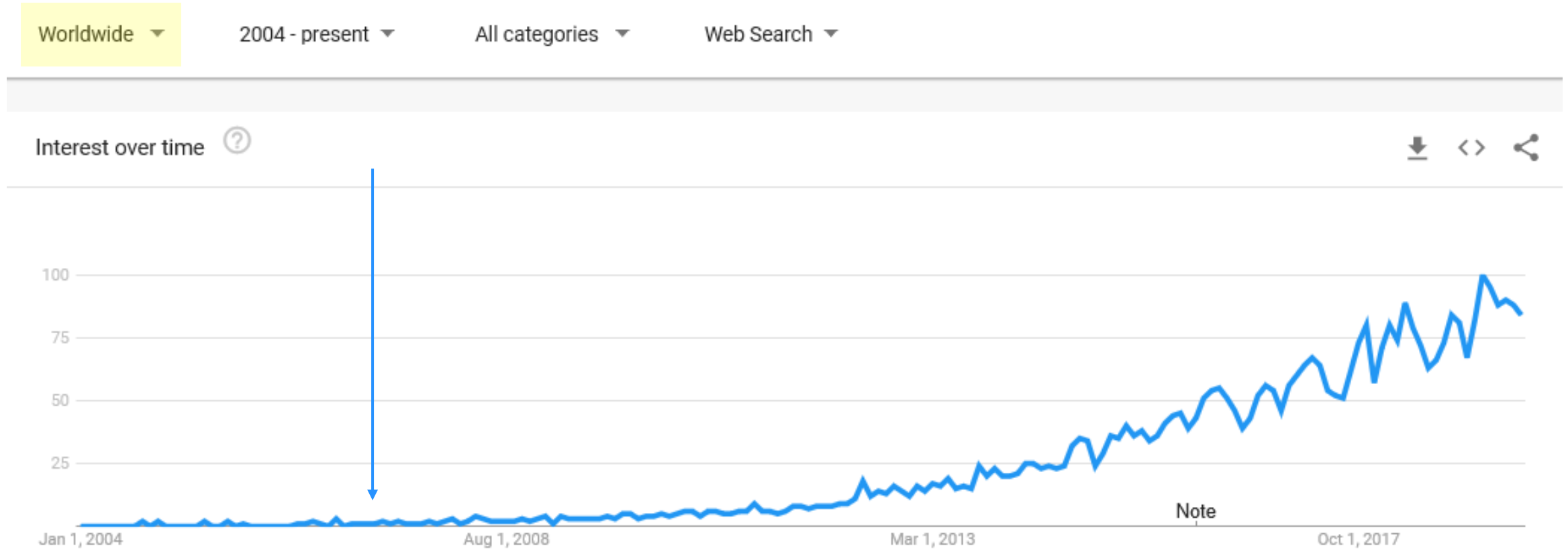


Launches

Launch new products with innovative claims in the field microbiome

Increasing buzz about microbiome

Interest for the term “Microbiome” has been increasing worldwide, as indicated by Google searches



Human microbiome project, a 5 year initiative launched in **2007** by NIH revealed details on the microbiota living in our bodies.

Sources: Google trends, 2018

Several market products contain “Microbiome” in their ingredients, but very few make related claims

MOTHERDIRT
Good bacteria for great skin.

MOTHER DIRT AO+ MIST
Restore good bacteria to your skin.
14 fl. oz. 100ml

MOTHER DIRT MIST
MOTHER DIRT CLEANSER
MOTHER DIRT MOISTURIZER
MOTHER DIRT SHAMPOO

Formulated with a patented, **live-cultured Ammonia-Oxidizing Bacteria (AOB)** to **restore essential bacteria** that's been removed by modern hygiene and lifestyles

Mother Dirt AO+ Mist Skin Probiotic Spray (AOBiome)

Microbiome ingredients

Claims

Uses Microbiome Technology that includes Clinique's patented **lactobacillus extract**, a soothing probiotic that helps strengthen skin's barrier and **restore balance to its microbiome**, calming irritation

CLINIQUE
redness solutions
daily relief cream with probiotic technology
crème quotidienne anti-rougeurs technologie probiotique

Clinique Redness Solutions Daily Relief Cream With Probiotic Technology (Estee Lauder)

Gallinée

Has an exclusive **triple biotic complex** based on pre, pro and post-biotics to truly bring skin to life

ECULE
Vital La Culture
active acid
The key active probiotics

LAIT CORPS
Nourishing & soothing

THE BRAND
The name Gallinée was inspired by the words "good" and "egg". Hence the little egg logo!

THE RANGE
Our exclusive triple biotic complex contains pre and post-biotics to truly bring your skin to life.

THE SPECIAL TOUCH
Our exclusive triple biotic complex contains pre and post-biotics to truly bring your skin to life.

Yun Probiotherapy

ACN FOR TEEN SKIN
ACN+ FOR ADULT SKIN
SKN FOR SENSITIVE SKIN
FNG FOR FEET CARE

Contains **Lactobacillus Rhamnosus GG, Lactobacillus Plantarum and Bifidobacterium Infantis**

LOVE YOUR BACTERIA

Love your bacteria. We do. In fact, we love bacteria so much that we've developed an entire skin care line that restores and maintains your skin's natural microbiome.

YUN Probiotherapy's creams, gels and sprays **deliver live, protective bacteria** straight to the problem area **and help rebalance the system.**

TULA
PROBIOTIC SKINCARE

BODY & BEAUTY NUTRITION
DAILY PROBIOTIC & SKIN HEALTH COMPLEX
PROMOTES DIGESTIVE HEALTH*
SUPPORTS SKIN SMOOTHNESS & HYDRATION*

30 VEGETARIAN CAPSULES - 1 MONTH SUPPLY
DIETARY SUPPLEMENT

*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FDA. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

ZSS Skincare Clear Skin Dietary Supplement

ZEA
SKIN SOLUTIONS

CLEAR SKIN
CLEAR. CALM. BALANCE.
30-DAY SKIN CLEARING SYSTEM
Dietary Supplement + Serum

KIT CONTAINS | 30 Vegetarian Probiotic Capsules + 1oz Serum

TULA
Purifying Face Cleanser with Probiotic Technology
0.7 FL. OZ. / 20ml

TULA
Hydrating Day & Night Cream with Probiotic Technology

TULA
Rebalancing Eye Cream with Probiotic Technology

TULA Skincare Products

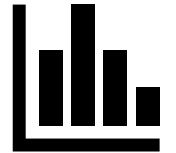
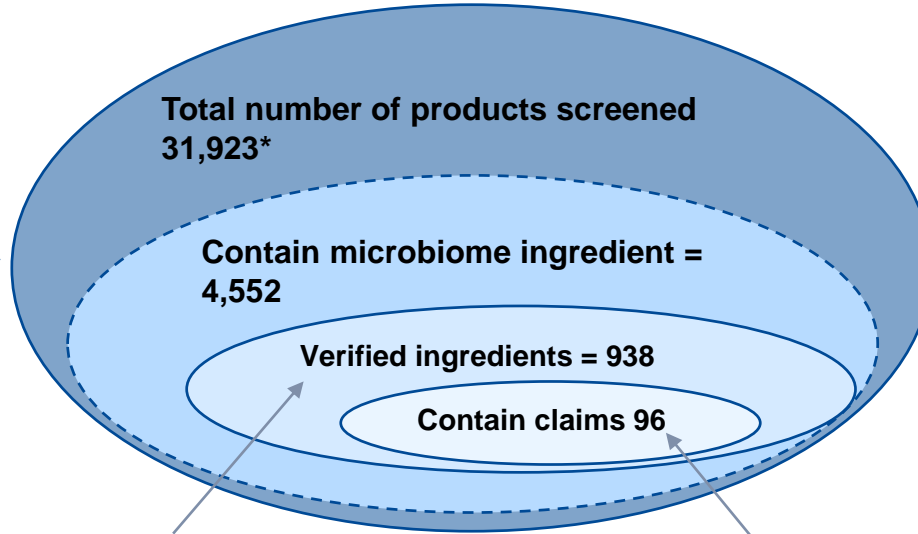
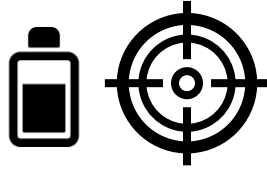
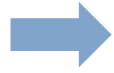
ZSS Skincare Clear Skin Dietary Supplement

Dietary supplement that contains **probiotics**, marine lipids and a naturally occurring carotenoid called Zeaxanthin

BASF
We create chemistry

BASF big data study

BASF performed a big data study to understand the landscape of Microbiome in Skin Care products



Insights were obtained regarding:

- Number of products
- Price of products
- Claims
- Consumer language vs. brand language

remove irrelevant products, e.g. "anti-bacterial"

microbiome term in ingredients AND claim

A List of **52** microbiome ingredient-related search terms was created

(e.g., Lactobacillus, Microbiota, Saccharomyces)

Products containing ingredients were listed using big data analytics

**All Personal Care Products available in e-commerce channels and launched over the past three years*

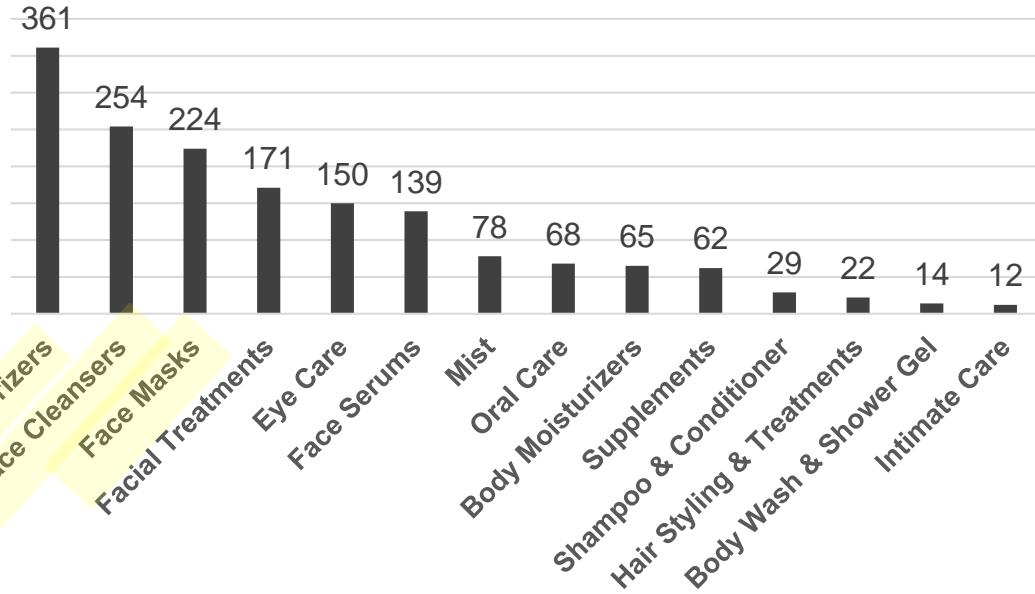
Questions answered the BASF study

1. Which segments have the most microbiome containing products in the marketplace?
2. Do these products command a higher price?
3. What claims are associated with microbiome?
4. Is there a difference in language used by brands vs. consumers related to microbiome?

Which segments have the most products containing microbiome ingredients in the market?

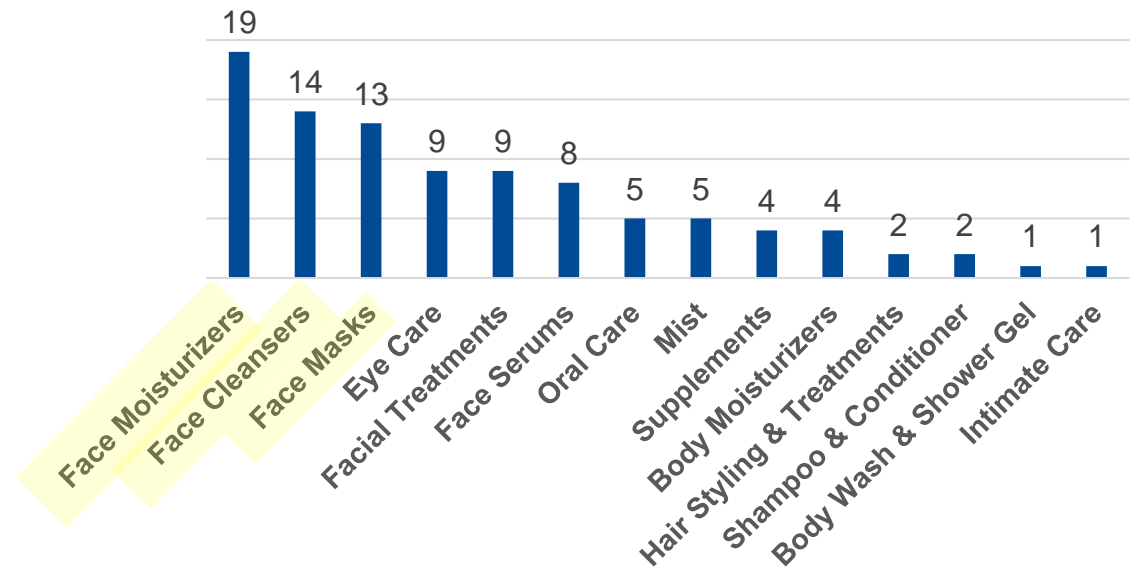
Face care has the most products containing microbiome ingredients and claims

In Ingredients OR claims



Total 937 products

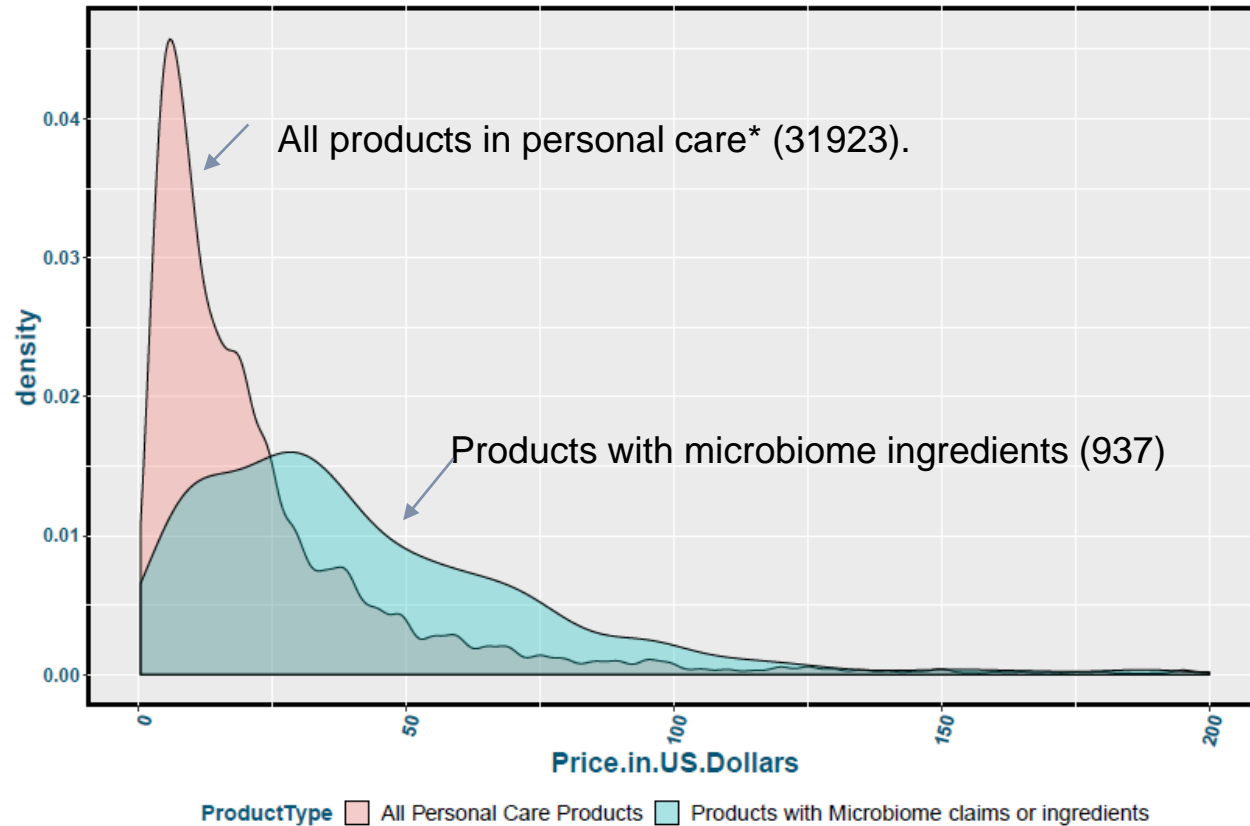
In Ingredients AND claims



Total 96 products

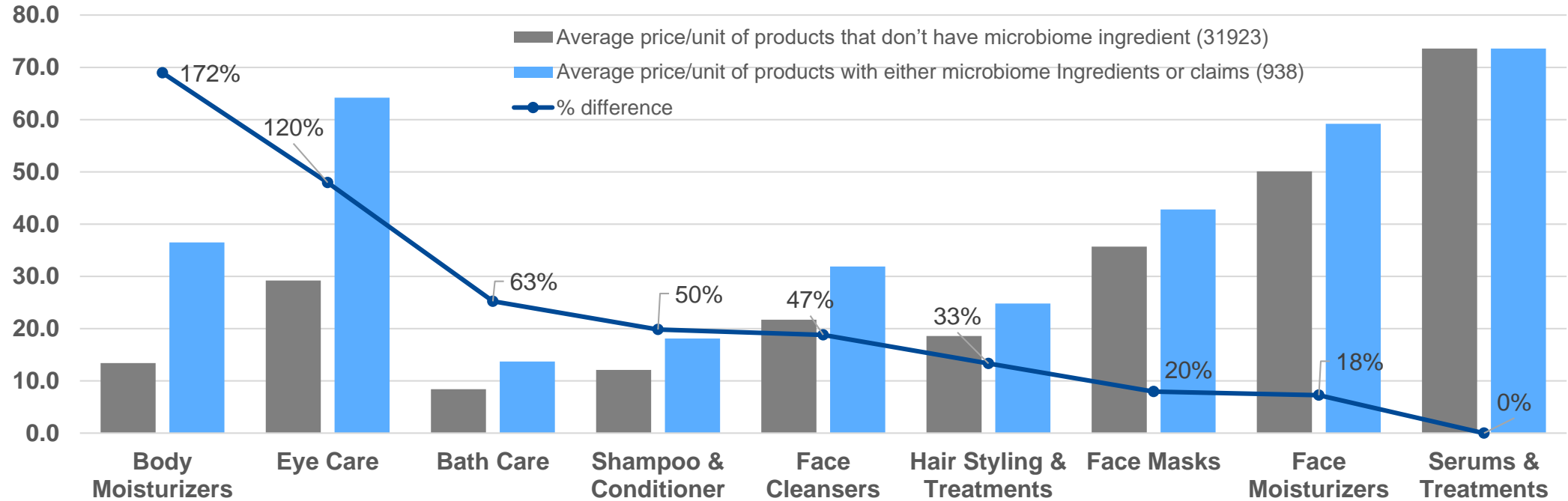
Do microbiome-containing products command a higher price in the market?

Statistical analysis reveals that products with microbiome ingredients command a higher price



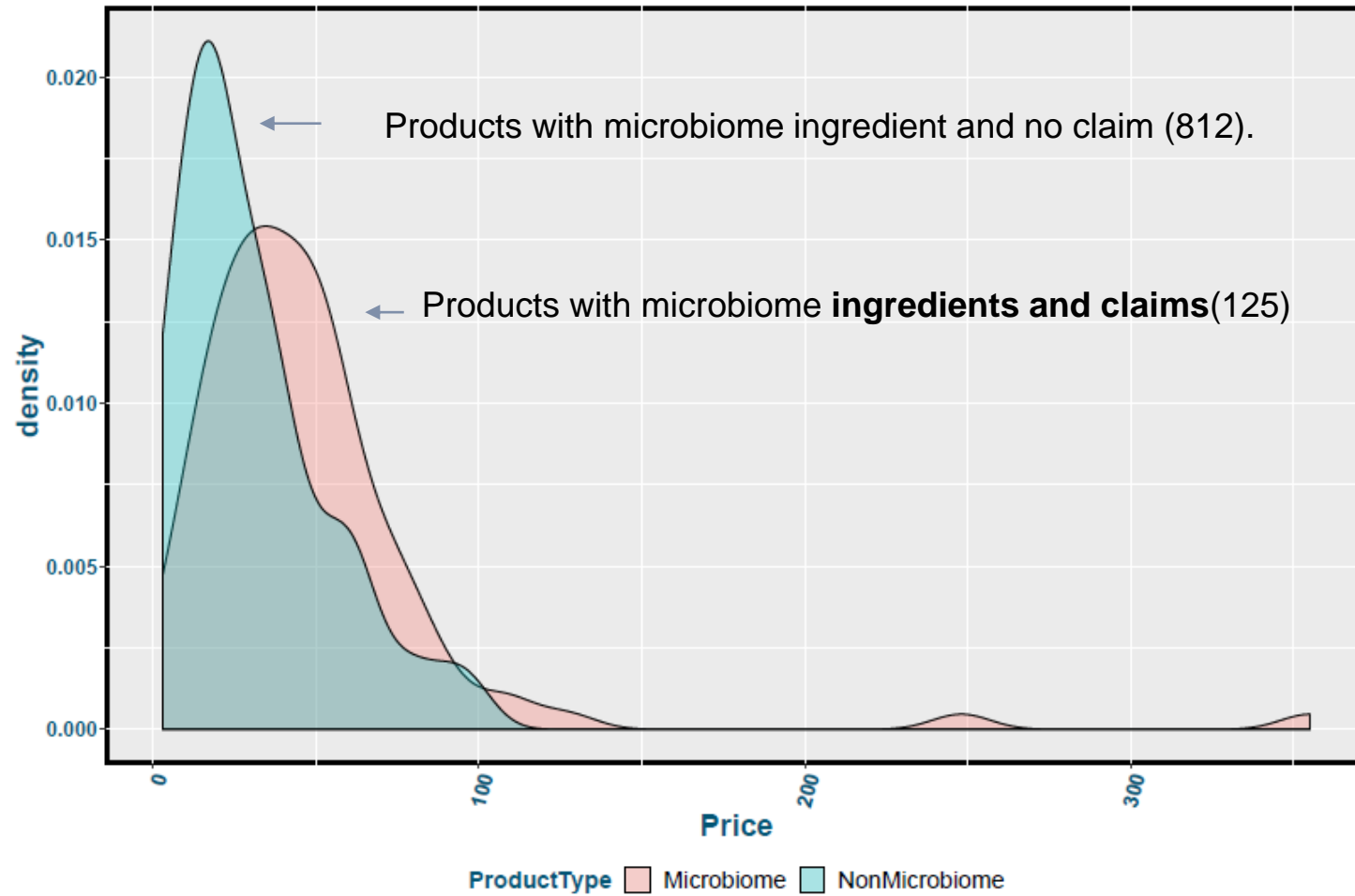
**All Personal Care Products available in e-commerce channels and launched over the past three years*

Average prices and difference by segment (USD)



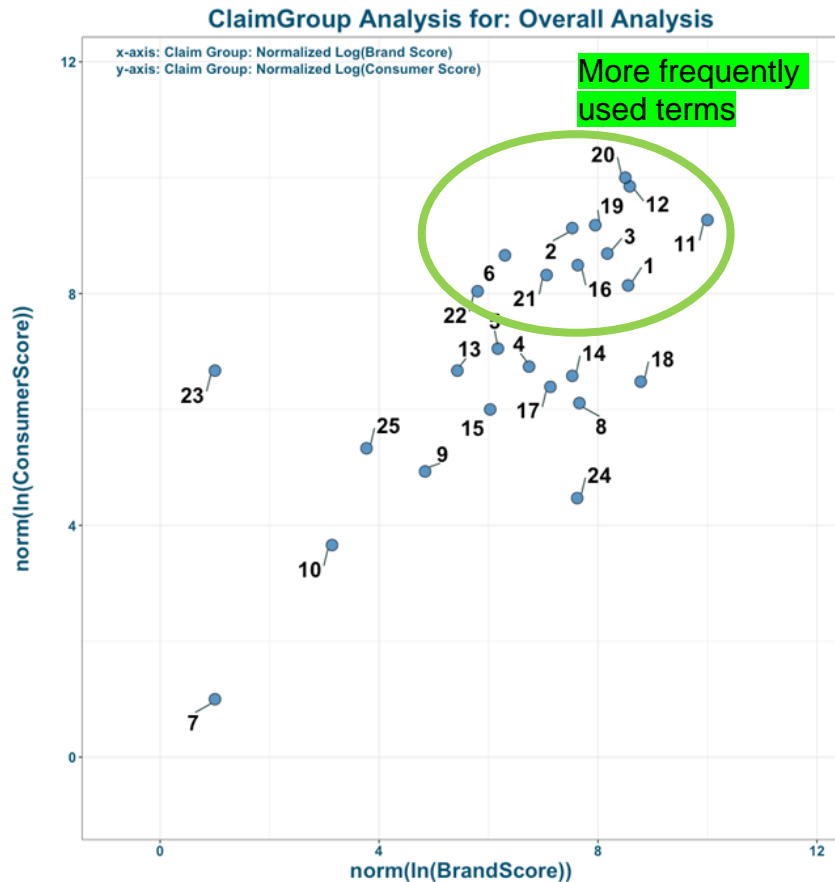
All segments claim a higher average product price/unit for products with either microbiome claims or ingredients, except serums and treatments.

Statistical analysis reveals that products with microbiome in claim language command an even higher price



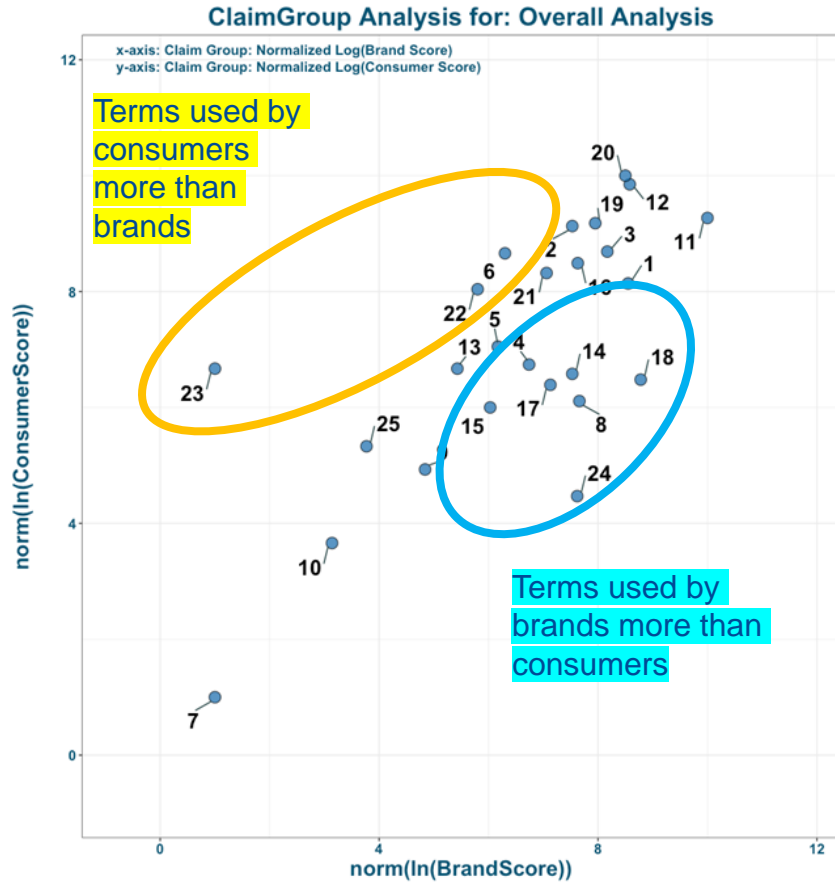
What are the top claims related to microbiome containing products?

Top claims in microbiome products



ID	Top claims	ID	Top claims
1	Anti-aging	13	Oil control
2	Blemish	14	Protection
3	Brighten	15	Refined
4	Calm	16	Refresh
5	Convenient	17	Renew
6	Density	18	Safe
7	Detangle	19	Sensitivity
8	Energize	20	Smooth
9	Even tone	21	Soft
10	glittery	22	Sticky
11	Healthy	23	Sustainability
12	Hydration	24	Volume

Top claims by brands and terms used by consumers

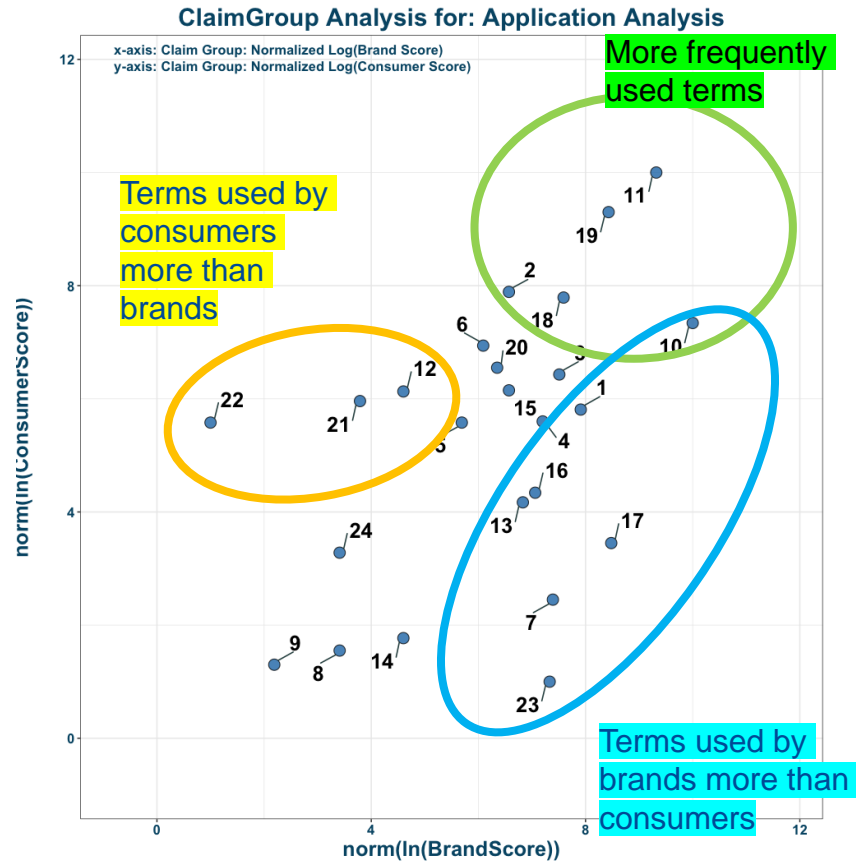


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Utilization of consumer terminology can help with online discoverability and sales

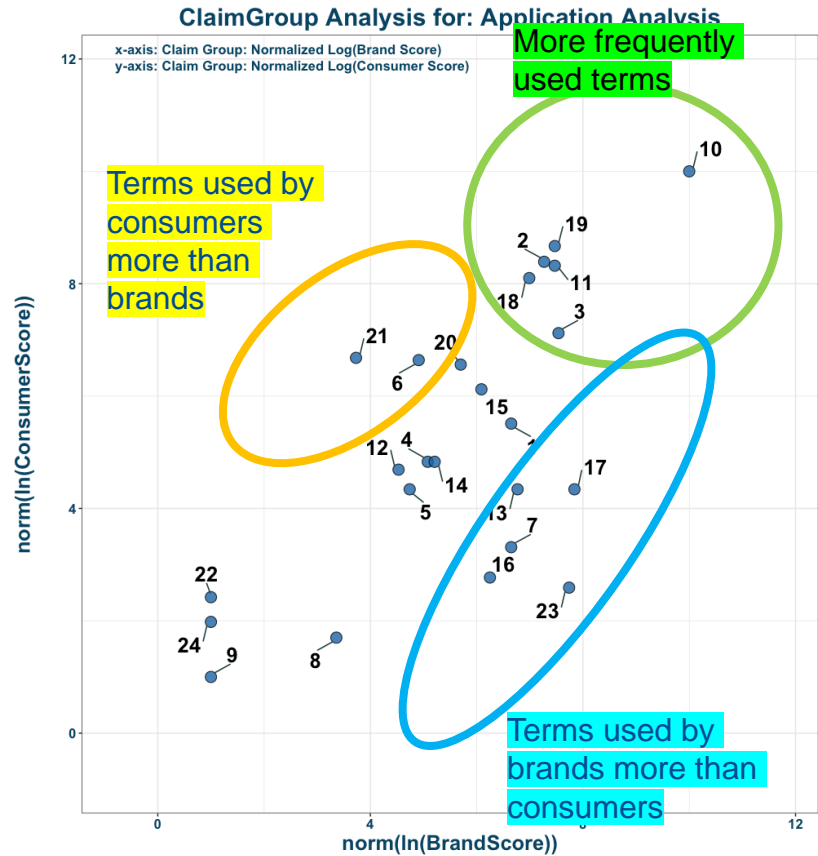
Top claims by segment

Top claims for Face Moisturizers



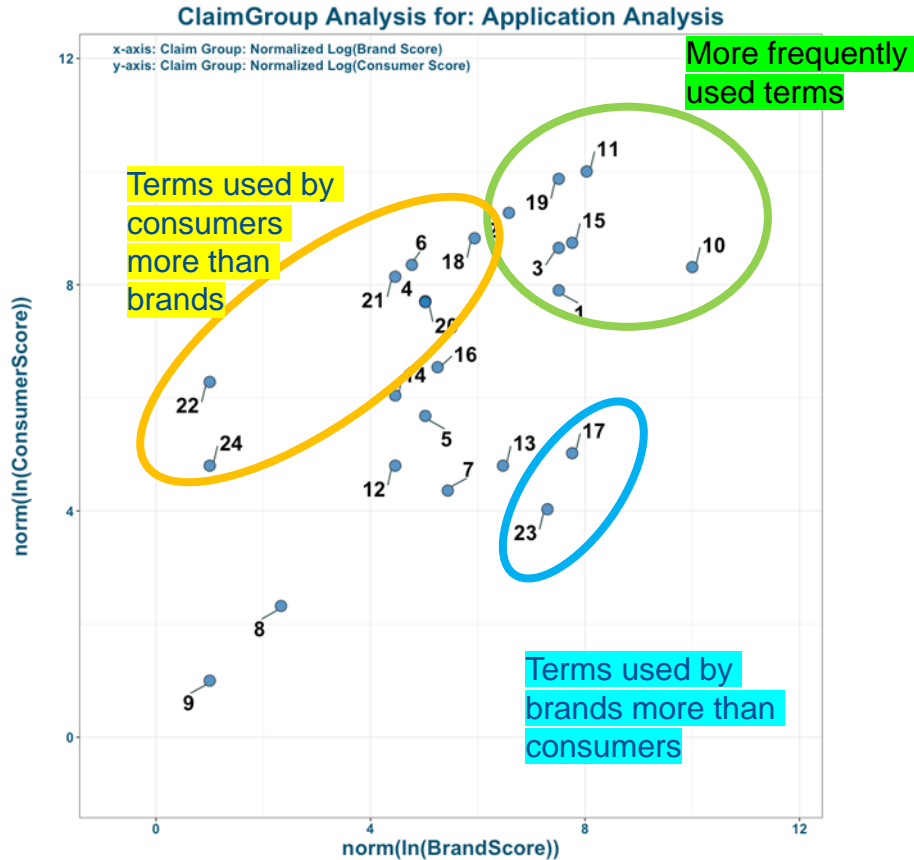
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Face Cleansers



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Face Masks



ID	Top claims	ID	Top claims
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2	Blemish	14	Refined
3	Brighten	15	Refresh
4	Calm	16	Renew
5	Convenient	17	Safe
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7	Energize	19	Sensorial
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10	Healthy	22	Sticky
11	Hydration	23	Sustainability
12	Oil control	24	Volume

Conclusions

1. **Products that contain microbiome related ingredients command much higher prices in personal care.**
2. **Products that contain microbiome related claims command even higher prices. It is important for brands to use microbiome related ingredients that can support consumer claims.**
3. **Top 24 microbiome related claims are similar across face care product segments.**
4. **Consumers terminology in describing these claims can be different from brands. Utilization of consumer terminology can help with online discoverability and sales.**
5. **BASF is pioneering in the ingredient research and also consumer language analysis to help brands succeed in this growing space.**

BASF products addressing top claims

Product	Claims	Product Description <i>related to Microbiome</i>
Relipidium	Hydration, rebalancing microflora	A sequential ferment from yeast and lactobacillus that rebalances skin microflora resulting in strengthened skin barrier and visible improvement in the appearance of dry skin.
Oligolin	Hydration, Anti-aging, Density	Prebiotic flax oligosaccharide for skin nourishment, hydration and appearance of improved firmness.
Patch20	Hydration, protection of microbiome	Patented combination of three bio-polysaccharides producing a molecular mesh that holds four hydrating actives.
Phytosoothe	Sensitivity, protection of microbiome, hydration	Purified natural rapeseed phytosterols for microbiotic barrier restoration
Bix'Active	Blemish, pore-refinement, oil control	A red lip tree extract from Burkina Faso for pore-refinement and perfection.
Purisoft	Protection of microbiome, antipollution	Moringa seeds protein with anti-pollution benefits
Betapur	Even tone, smaller pores, reduction in redness	Chilean wild mint (Boldo) extract that stimulates the skin's natural antimicrobial defense system without triggering any inflammatory reaction
Beta-Hydroxyde ACSD	Blemish, oil control, pore-refinement	Salicylic acid complex for Acne control for pore-refinement and oil control.
AHCare L65, AHCare G60	Anti-aging, brightening, hydration	AHA-Amino acid complexes for gentle exfoliation.

Blue = top microbiome claims

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