

A photograph of three diverse women smiling warmly at the camera. They are outdoors, with a bright sun in the background creating a soft, golden glow and lens flare. The woman on the left is of East Asian descent, the woman in the middle is Black, and the woman on the right is white. They are all smiling broadly, showing their teeth. The woman on the left has her hand near her face. The woman in the middle has curly hair. The woman on the right has long, straight hair. The overall mood is happy and positive.

# UNDERSTANDING MICROBIOME

# A positive story around microbiome is emerging to challenge past assumptions and ideas

Explaining the skin health benefits of microbiome and how modern lifestyles harm skin microbiome's balance

Positioning harshness and chemicals as a new enemy, not bacteria!

Framing anti-bacteria as a thing of the past and enhancing microbiome as the future

“This feels like a very fresh trend in its simplicity. Brands talking about this are talking about skin as something alive – an ecosystem – rather than an object that you do something to to change it.”

(Priscilla, beauty and lifestyle blogger)



# Changing the discourse around skin bacteria is an ongoing battle – the journey is at its start

Bacteria 'as bad' is still recognized as the dominant idea but bloggers, brands and dermatologists are trying to change this.

**Discussions around microbiome and 'good bacteria' constantly highlight the surprising and 'unlikely' nature of the skin care solution.**



"I think the biggest challenge is that we are constantly surrounded by anti bacterial products. Hand sanitizers and cleansers. Bacteria is such a scary word!"

Aurelia, beauty and lifestyle blogger



# Broader trends in wellness align with this new skincare discourse and could help take it further

## Healthy is the new sexy

This trend ties into the growing global consciousness of wellness; of health being your greatest wealth and status, with brands focusing on skin *health* rather than just skin *appearance*.

“Beauty from within is a huge trend, and probiotics are a big part of that already. There is a more holistic approach to wellbeing now.”



Liz, green beauty blogger

### 6 ZEN-INDUCING PRODUCTS TO CALM STRESSED SKIN

Looking for an antidote to distressed skin? Then just reach inside your bathroom cabinet



#health  
#wellbeing  
#fitness  
#wellness

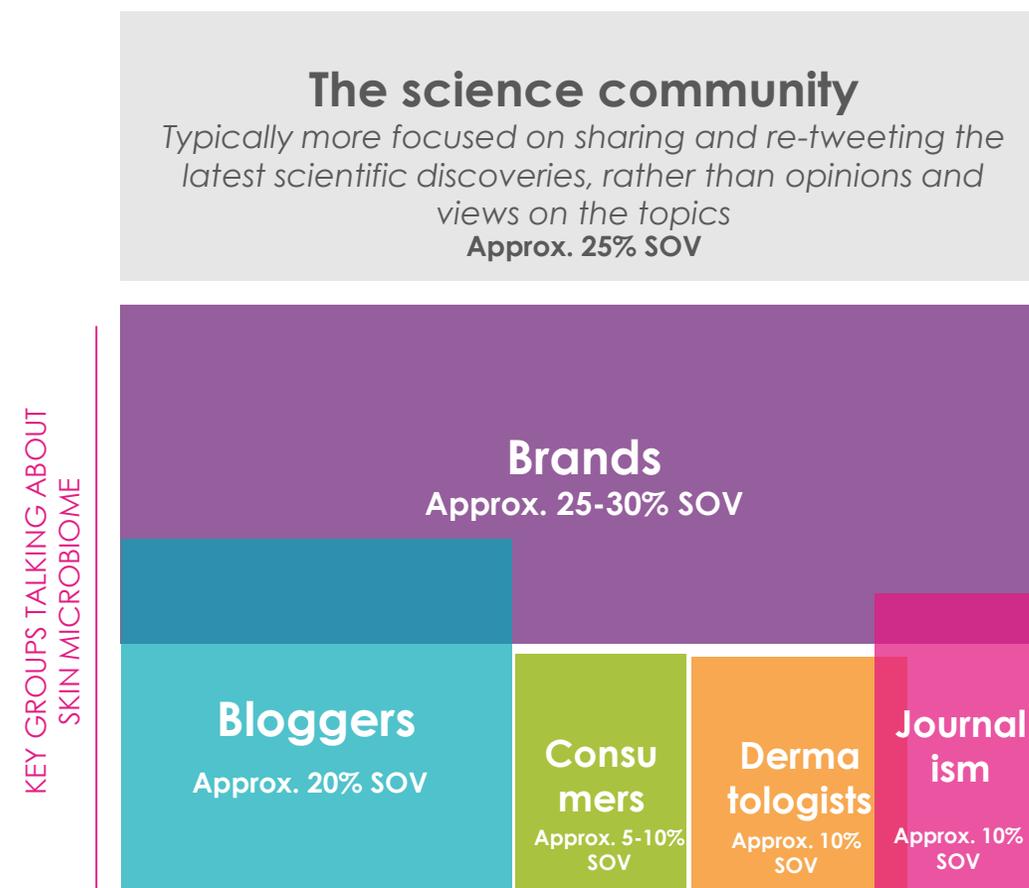
**THERE IS NOT ONE  
STANDARD  
DEFINITION OF  
BEAUTY OR ONE  
PERFECT SIZE**

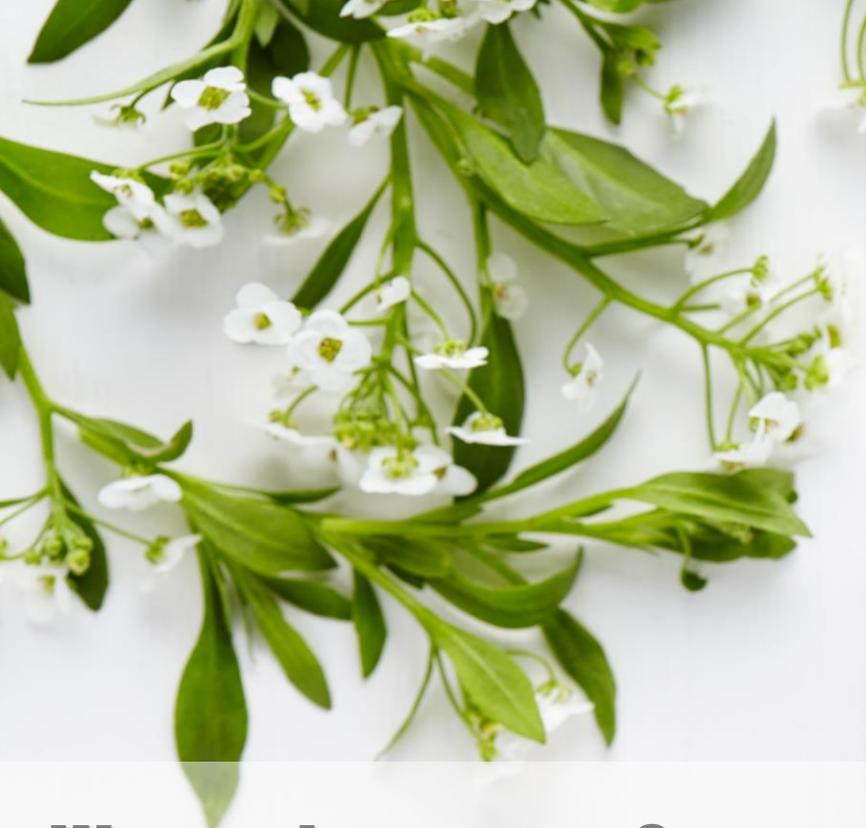
ASHLEY GRAHAM

# Skin microbiome is an emergent topic where the science community and brands are leading conversations

The 'regular consumers' haven't yet engaged with the topic fully, but brands, dermatologists and skincare bloggers are engaging with the topic.

The last 3 months have started to see some more comments among consumers trialing new skincare ranges and sharing articles on the topic more proactively.





**Want to know more?  
Get in touch with us today**

**[pc.communications@dsm.com](mailto:pc.communications@dsm.com)**