

# REVOLUTIONIZE YOUR CHOICES OF COSMETIC PRODUCTS AND DERMO-COSMETICS THANKS TO ITS MICROBIOME

70% of purchased cosmetic products are wasted, highlighting an urgent need to meet the specific needs of consumers. At the heart of this revolution is the microbiome, a unique bacterial ecosystem that paves the way for personalized and scientifically proven skincare. David Suissa, founder and CEO of BYOME LABS, is leading this transformation with innovative and ethical solutions, providing cosmetic brands with the tools they need to meet the challenges of tomorrow.

**Company Information: How do you perceive the current evolution of the cosmetics market, and what are, in your opinion, what are the major challenges facing the industry?**

**David Suissa (CEO and Founder of BYOME LABS):** The cosmetics market is at a major turning point. Globally, it's worth around \$650 billion a year, but one figure particularly stands out: 70% of products purchased are then thrown away.

Why? Because they aren't tailored to consumers' specific skin needs. Today, we're facing a growing demand for personalized solutions. Consumers no longer want standardized products, but rather care that takes into account the unique characteristics of their skin, particularly their microbiome.

The main challenge is therefore to improve product effectiveness and compatibility to limit these inconveniences and build user loyalty. At the same time, brands must meet increasingly strict regulatory requirements and demonstrate complete transparency about their marketing claims. Added to this is ethical pressure: integrating sustainable solutions while respecting consumer privacy. We are at

the eve of a real revolution, that of the microbiome, which will transform our approach to cosmetics.

**IE: The microbiome appears to be at the heart of a revolution in the cosmetics industry. Why do you think it represents a strategic lever for improving both product effectiveness and customer loyalty?**

**David Suissa:** The microbiome is the unique bacterial ecosystem that exists on our skin and in other parts of our body. It plays a key role in skin health and balance. When cosmetic products are poorly adapted to this balance, they can cause irritation, redness, and even inflammation and dysbiosis (acne, atopic dermatitis, etc.).

By understanding and respecting this ecosystem, brands can offer solutions that maximize the effectiveness of their products while minimizing the risk of side effects. Imagine a consumer using a cream that not only causes no irritation, but visibly improves their skin condition because it is perfectly adapted to their microbiome. This consumer will return and remain loyal to that brand.

## Key figures

- December 2023: creation of BYOME LABS
- 3 sites: Chartres, head office in the heart of Cosmetic Valley, Clermont-Ferrand where our microbiology laboratory is located and Paris for our commercial offices. • 1 patent filed
- 19 employees •
- 3 incubation programs: X-UP SCALE from the École Polytechnique, a recognized program for Deep Tech startups, SCALE UP from Dev-Up Centre Val de Loire, aimed at supporting companies with high growth potential, Village by CA Centre France, which we recently joined to benefit from the support of this innovation ecosystem

This is where the strategic lever lies. Thanks to technological advances, we have the opportunity to offer this customization on a large scale. This allows brands to differentiate themselves in a saturated market while meeting the expectations of consumers concerned about their health and the quality of the products they use.

**IE: How do the solutions developed by BYOME LABS help meet market challenges, particularly in terms of personalizing cosmetic treatments?**





**David Suissa:** At BYOME LABS, our mission is clear: to provide solid scientific evidence to help cosmetic, dermocosmetic, and pharmaceutical brands develop products that respect and optimize their customers' microbiomes. We have developed unique in vitro technologies that allow us to test and analyze the impact of cosmetic products on the skin, oral, scalp, and vaginal microbiomes.

One of our flagship tools is our Skin Microbiome Diagnostic Kit. It's a simple and innovative solution that combines surface swabs, antigen strips, and artificial intelligence. These technologies enable precise analysis and personalized beauty routine recommendations. The entire process is non-intrusive, respecting consumer privacy.

We also offer testing and analysis services for brands, meeting regulatory and marketing requirements. Our dual scientific and marketing expertise

allows us to present results that are both rigorous and accessible, whether our clients are technical experts or non-specialist decision-makers.

**IE: What are the specific strengths of BYOME LABS?**

**David Suissa:** Our primary strength is our scientific expertise. We master not only planktonic cultures, but also biofilms, a complex field that is still little explored by many players. We also have a rich and diverse strain library, with more than 2,000 reference strains, including rare wild strains like *Malassezia*.

Second, our ability to transform complex scientific data into clear and compelling marketing tools for our clients is a real asset. We understand the business challenges and know how to translate them into reliable and relevant technical solutions.

Finally, we are deeply committed to our customers. Our team

is made up of passionate experts who make it a point of honor to support each project in a personalized manner and with great responsiveness. It is this mix of scientific rigor, marketing creativity and customer service that sets us apart in this market.

**IE: You were recently a finalist in the COSMETIC 360 AWARDS and are currently fundraising. How do these initiatives fit into your overall strategy to accelerate your growth?**

**David Suissa:** Being a finalist in the COSMETIC 360 AWARDS is a wonderful recognition for our work and our capacity for innovation. This visibility allows us to forge new collaborations with ambitious cosmetic brands.

Furthermore, our fundraising is essential to strengthen our position and accelerate the industrialization of our SMART DERMA innovation.

We have several objectives: to expand our team, particularly by recruiting talent in microbiology, biochemistry, immunology, and artificial intelligence; to develop our research center in Chartres and our laboratory in Clermont-Ferrand; and to invest in improving our technologies. These efforts will help accelerate our growth and meet growing market expectations.

**IE: What do you think will be the next big steps in the integration of microbiome science into cosmetics?**

**David Suissa:** We are convinced that microbiome science will become a standard in the cosmetics industry. Personalized care, based on a detailed understanding of each individual, will become the norm. Achieving this will require democratizing access to microbiome analysis tools and ensuring reliable, reproducible, and ethical results.

BYOME LABS aims to play a key role in this transformation. We

We want to be a privileged partner of brands that are committed to this path, by providing them with tools and data.

born that support both their innovation and their marketing. We already collaborate with renowned experts, and we will continue to push the boundaries of science to make cosmetics more personalized, more effective and more respectful of everyone's health.