Efficacy Test
Cosmetic BeautySciences
What's behind the claim?
A cosmetic claim is a commitment towards consumers

How to enhance the research and studies carried out to manufacture a product, an ingredient or an active in a few sentences?

A multi-instrumental approach

To confirm the efficacy of a cosmetic product, Mérieux NutriSciences resorts to a multi-instrumental and integrated approach that exploits the potential of multiple techniques to provide a solid evidential support both for already existing claims and for the new ones.

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**In vitro efficacy tests**

*In vitro test and methods – mechanism of action*: an approach that allows the simultaneous testing of more formulations and complementary evaluation of the efficacy before or in combination with *in vivo* studies (pre-clinical test methods).

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**In vivo efficacy tests**

*In vivo instrumental evaluations – image analyzer and bio-engineering technologies*: visual evidence with actual and quantifiable data. All clinical tests are carried out by skilled and qualified specialists, with many years of experience. Tests are performed according to international standards and abiding by ethical principles listed in the Declaration of Helsinki.

- Clinical evaluation of a cosmetic product through clinical score at the beginning and at the end of the trial
- Expert evaluation through a team of experts such as cosmetologists, beauticians and hairdressers
- Self-evaluation through a questionnaire

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**Sensory & consumer research**

One of the fundamental ingredients to make a product successful is customer’s satisfaction; however, how can their needs be anticipated? Sensory analysis and market research are a sound support in this field.

Sensory research helps companies to create a link between consumer’s opinion and the operational indications needed for R&D to act on the product and improve its performance.

Consumer research: besides the intrinsic efficacy, knowing consumer’s perception and what is the value attributed to product’s features is equally important.

Please refer to your legal team when finalizing the claim substantiation derived from the data output by our technicians.
Discover our top testing services.
Facial Care

What is your product?
- Cleanser & Toner
- Moisturizer
- Serum & Treatment
- Mask
- Eye Care
- Men Care

What is your idea?
- Glow and radiance
- Brightening
- Hydration and moisturising
- Skin hyperpigmentation
- Soothing and anti-inflammatory effect
- Skin elasticity
- Ageing
- Sensitive and dry skin
- Oil balancing
- Anti-pollution
- Eye bags and dark circles
- Beard

What kind of evaluations we can perform to support you?

**In vitro**
- Antioxidant and scavenger action
- Anti-pollution
- Skin barrier effect
- Energizing effect
- Soothing and anti-inflammatory effect
- Healing effect

**In vivo**
- Anti-wrinkles and fine lines
- TEWL, hydration and moisturization
- Skin elasticity
- Signs of fatigue
- Skin laxity and wrinkles
- Skin thermography
- Skin redness
- Eye bags and dark circles
- Hyperpigmented spots (colour, borders and size)
- Skin colour
- Pores and complexion
- Sebum

What does the end user expect from your product?
- Reduces my dark circles
- Hides skin imperfections
- Waterproof
- Reduces my wrinkles
- Reduces skin redness
- It is an innovative product
- Gives my skin a youthful glow
- Gives me a flawless look
- It really works
- It has a pleasant texture
- It is effective in 4 weeks
- Does not irritate the skin
- Leave the skin softer/brighter
**What is your product?**

- Body Wash
- Body Lotion
- Body Oil
- Body Mousse
- Slimming Product
- Anti-Cellulite Product
- Reshaping Panty
- Depilatory Product

**What is your idea?**

- Hydration, moisturizing and nourishing
- Décolleté wrinkles and tone effect
- Anti-cellulite
- Anti-stretch marks
- Slimming effect
- Hair body removal
- Firming

**What kind of evaluations we can perform to support you?**

**In vitro**

- Skin barrier effect
- Soothing effect

**In vivo**

- TEWL, hydration and moisturization
- Skin elasticity
- Anti-cellulite effect
- Skin thermography
- Circumference evaluation
- Skin laxity
- Skin marks
- Hair body evaluation
- Anti-wrinkles and fine lines

**What does the end user expect from your product?**

- Hydrates my skin
- Firms my skin
- It is effective on chapped skin
- It gives immediate relief
- Makes my skin look smooth
- My legs do feel very smooth and toned
- Makes my skin feel soft
- Leaves the skin more elastic
- Makes the skin silky
- It is an innovative product
- It has a good smell
- It works
- It has a pleasant texture
What is your product?
Deodorant
Anti-perspirant

What is your idea?
Efficacy over time
Anti-transpirant efficacy
Anti-microbial efficacy
Freshness
Anti-stain

Deodorants and anti-perspirants

What kind of evaluations we can perform to support you?

**In vitro**
- Performance evaluation of the tissues stains (different colours and different kind of tissues)

**In vivo**
- Sniff Test
- Sniff Test evaluation after sport activities
- Axilla Microbiota analyses

What does the end user expect from your product?
Absorbs sweat • Refreshes • Leaves a pleasant feeling of well-being • Leaves the skin scented • It lasts all day long
- It has a good smell • It really works • Effective against bad smell • It makes me feel fresh and clean
What is your product?

- Face
  - Foundation
  - Primer
  - BB Cream
  - Concealer
  - Contouring & Highlighting
  - Powder
  - Blush & Bronzer
  - Setting Spray
- Lips
  - Lipstick
  - Liquid Lipstick
  - Lip Gloss
  - Lip Liners & Pencil
- Eyes
  - Mascara
  - Mascara Primer
  - Eyeshadows
  - Eyeshadow Palettes
  - Eyeshadow Primer
  - Eyeliner & Pencil
  - Eye Makeup Remover
- Brows

What is your idea?

- Radiance
- Smoothing
- Mattifying
- Anti-blemishes
- Moisturizing
- Lengthening
- Volumizing
- Curling
- Smudge effect
- No transfer
- Cleanser
- Long-lasting
- Waterproof

What kind of evaluations we can perform to support you?

**In vivo**

- Lips volume
- Skin elasticity
- Colour water-proof
- Volumizing, curling and lengthening effect on eyelashes
- Smudge effect
- Brightness
- Mattifying effect
- Colour and homogenity
- Waterproof
- No transfer
- Long-lasting

What does the end user expect from your product?

- Hides skin imperfections
- Waterproof
- Stays all day
- Matches my skin tone
- Makes my skin feel soft
- Looks sensational
- It does not dry the lips
What is your product?
Sunscreen Oil
Cream and Spray
Self Tanner
After-sun Product

What is your idea?
SPF
UVA, Infrared and HEV protection
Water resistance
Sun tan preparation
Sun tan acceleration
Sun tan prolonging
Soothing action
Self-tanning
Free radicals

What kind of evaluations we can perform to support you?

**In vitro**
- Sun Protection Factor SPF evaluation
- UVA Protection Factor and critical wavelength evaluation
- High Energy Visible Light Protection Factor HEV-PF evaluation
- Infrared Protection Factor IRPF evaluation
- Skin barrier effect
- Soothing and anti-inflammatory
- Rub resistance retention (%)

**In vivo**
- Determination of SPF factor according to the ISO 24444, FDA and Australian standards
- Anti-sand action
- Skin colour (tanning and homogeneity)
- TEWL hydration and moisturization
- Skin elasticity
- Anti-wrinkles and fine lines
- Hyperpigmented spots (color, borders and size)
- Non-comedogenic effect
- Water Resistance
- Very Water Resistance

What does the end user expect from your product?
- It absorbs quickly
- It does not grease the skin
- Water resistant
- It has an effective moisturizing action
- It is a high quality product
- It can also be used on the face
- Protects sensitive skin
- Prevents burns and rashes
What is your product?
- Cream
- Cuticle Product
- Hand Mask
- Nail Varnish
- Polish Remover
- Base Coat for Nails

What is your idea?
- Anti-wrinkles
- Hydration and nourishing
- Skin hyperpigmentation
- Nail strengthening and repairing
- Long-lasting
- Quickly dries

What kind of evaluations we can perform to support you?

**In vitro**
- Skin barrier effect
- Soothing and anti-inflammatory effect

**Ex vivo**
- Nail imaging evaluation
- 3D evaluation: different colour to show nail surface depressions and reliefs
- Surface depressions and reliefs measurements
- Nail thickness value analyses

**In vivo**
- Anti-wrinkles and fine lines
- Hydration
- Skin elasticity
- Hyperpigmented spots (color, borders and size)
- Skin colour difference
- TEWL, nourishing and hydration

What does the end user expect from your product?
- Strengthens my nails
- Repairs my nails
- Protects my hands
- Makes my hand soft
- Makes my hand smooth
- Hydrates and nourishes
- Perfect for on-the-go hydration
- My skin feel silkier and softer
What kind of evaluations we can perform to support you?

**In vitro**
- Hair morphological analyses
- Hair diameter analyses

**In vivo**
- Hair thermography
- Hair colour
- Dandruff & flaky
- Scalp sensitive
- Hair loss & regeneration
- Sebum

What does the end user expect from your product?

I feel my hair stronger • Protects my hair from pollution • Fits my needs • I feel my hair softer and lighter
My hair looks healthier • It does not irritate the scalp • I feel my hair healthier • My hair looks less greasy

What is your product?
- Shampoo
- Hair Conditioner
- Anti-hair Loss Product
- Anti-dandruff
- Anti-frizz
- Hair Dye Product
- Straightener

What is your idea?
- Shiny hair & anti-fade coloured hair
- Anti-pollution cleaner and protector
- Anti hair loss
- Anti-dandruff
- Radiance
- Hair dye
- Anti-frizz
- Hair volumizer
- Hydration and soothing
- Anti-free radicals
- Restructuring and repairing
- Sebum-control
- Scalp protection
- Anti-hair regrowth
- Heat protection

Hair Care
From science to beauty

A service that combines the deep knowledge between science and marketing

Thanks to its multidisciplinary team, we can analyses both market and cosmetic trends to offer a valid solution exploiting all the scientific results contained in the test reports to better communicate them to the final consumer.

Skin Microbiome

A complete service for demonstrating the real efficacy of beauty products that claim for Microbiome

This integrated approach combines 3 elements:

**STEP 1 • the selection of the right panel**
The right panel of volunteers is screened and selected according to the bacterial communities of the skin.

**STEP 2 • the proof of product efficacy**
On the selected right panel of volunteers through an integrated and multi-tool approach: MALDI-TOF based microorganism identification with the addition of clinical test evaluation with visual evidence.

**STEP 3 • the microbiome analyses through metabarcoding study**
Contact us to know all our dedicated research development.