

What topically-applied skin formulations provide robust evidence of actual health benefits?



We were asked to investigate what evidence exists that proves different topically-applied ingredients deliver actual benefits to skin health and beauty. We were also asked to uncover what claims could be associated with different products.

We undertook research using literature and clinical trial databases, along with detailed conversations with key experts to understand which ingredients had the most robust evidence. A key challenge to address was the inconsistency in published data.

Analysis of literature and interview comments enabled us to recommend ingredients with the most robust evidence and experts that could act as partners for further validation.

Technologies

- Research
- Partner identification

Domain expertise

- Health and beauty
- Ingredients

