

Interview exclusive | News Feed

Martin Baraibar, PhD
CEO, **OxiProteomics**



PhD in Cellular Biology and author of over 40 papers published in international peer-reviewed journals on the fields of oxidative stress and aging. Since 2014, founder & CEO of OxiProteomics, a cosmetic CRO based in France, specialized in biomarker discovery and effectiveness testing to support transition to rational cosmetics approaches and more generally to P4 Cosmetics: Predictive, Preventative, Personalized and Precision.

1. OxiProteomics has been conducting tests on active ingredients and finished products since 2014, could you tell us more about these services that you offer to brands in the beauty industry?

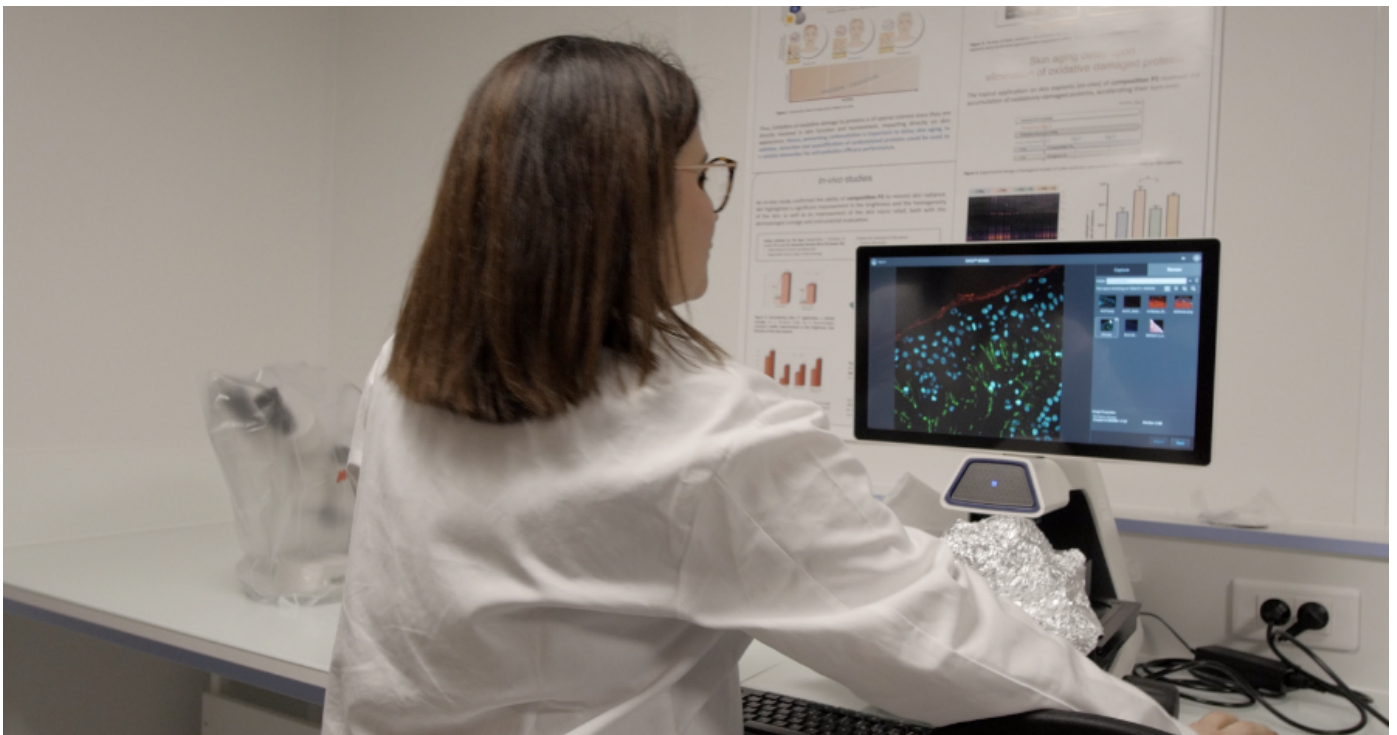
In an era of informed consumers, the demand for evidence-backed cosmetic products is escalating very fast. Beauty brands and active compounds suppliers are challenged to provide more and more evidence about the security and efficacy of their products. Our commitment is to work with them and provide scientific solutions to ensure that products meet the highest standards of efficacy, fostering trust and satisfaction among consumers.

Our dedicated Scientific team tailors efficacy testing solutions, considering the entire product line, from its physico-chemical characteristics up to the intended consumer benefits. We've developed a technological platform containing a range of adapted efficacy tests, including in vitro, ex vivo and in vivo approaches,

involving biological modelling, specific labelling and fluorescence imaging of biomarkers for skin-, hair- and nail-care beauty products.

2. OxiProteomics is a laboratory specializing in the research and analysis of innovative biomarkers. What are the advantages of your technology in validating Cosmetic claims?

In recent years biomarker assessments are integral to efficacy testing, serving as actionable and measurable indicators of biological and physical responses of our cells in the active cosmetics era. In the beauty industry, comprehending and leveraging biomarkers are essential not only for validating claims and ensuring product effectiveness, but also for supporting marketing campaigns of innovative cosmetic products. Through the analysis of specific biomolecular changes, we derive valuable insights in the early impact of active compound or cosmetic formulations on cells and tissues. The precision on their detection empowers us to furnish robust scientific evidence, enhancing the credibility of beauty brands and addressing the escalating demand for evidence-backed products. In an era where consumers prioritize transparency and results, biomarkers assessment in the efficacy evaluation play a pivotal role in meeting these expectations.



3. OxiProteomics is a laboratory expert in quantifying anti-aging effects. Could you tell us how your approach is unique?

The historical narrative of anti-aging claims has now evolved into a more holistic perspective. Traditional anti-aging products often focused on the consequences of this phenomenon, such as minimizing wrinkles and reversing visible signs of aging. In modern approaches, the emphasis has shifted towards broader concepts such as longevity, well-aging, and skin health. Brands now recognize the importance of promoting overall

skin well-being, incorporating ingredients that not only address aging concerns but also enhance skin vitality and resilience. In this context, assessing biomarkers for efficacy in modern skincare formulations is pivotal to validate claims related to longevity, well-aging, and overall skin health. Biomarkers serve as objective indicators of biological changes, allowing for a comprehensive understanding of how a product influences skin at a molecular level. This evolution aligns with modern consumers' desires for skincare solutions that go beyond surface-level changes, emphasizing long-term benefits and embracing the concept of aging gracefully.

4.The Skinification of hair products has been growing strongly in recent years, what is the specificity of the tests offered by OxiProteomics?

Our testing protocols go beyond traditional hair product evaluations, incorporating advanced techniques to analyze the impact at a molecular level. We focus on elucidating the interplay between hair formulations and skin, ensuring that products not only meet hair care standards but also adhere to skin health requirements. OxiProteomics employs cutting-edge methods such as skin-hair modelling, coupled to advanced biomarkers assessment to comprehensively understand and valorise the effects of a cosmetic product, offering a more holistic perspective on efficacy. Our commitment is to provide beauty brands with precise and relevant data, facilitating the development of innovative hair products that harmonize with both hair and skin, reflecting the contemporary emphasis on integrated skincare and haircare solutions.

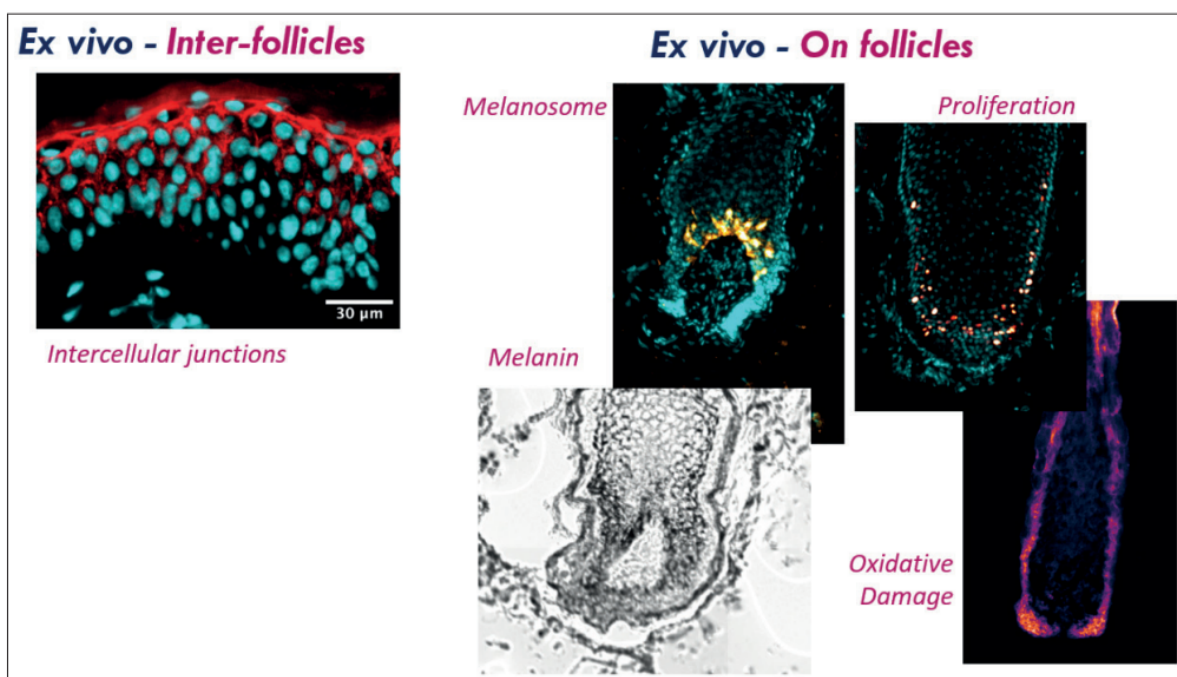


Fig 1. Specific labelling and fluorescence imaging on scalp explants, interfollicular and on hair follicles to Claim substantiation regarding the protective/reparative effect of oxidative stress "Protein Carbonylation" in scalp care products.