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CLIENT  
SPOTLIGHT

indu

**LabSkin**  
SKIN SCIENCE ■



## An Interview with...



**Gaia Carminati**  
Head of Product Development & Packaging, Indu



**Robin Parker**  
Consultant Technical Expert

As teenage skincare continues to surge in popularity, brands face a critical challenge: how to develop products that genuinely meet the unique needs of younger skin. We spoke with Gaia Carminati at indu and Robin Parker, Consultant Technical Expert, about how partnering with LabSkin Limited has helped bring scientific precision to their product development and strengthen their understanding of the teenage skin microbiome.

# DECISION & STRATEGY

## **What initially motivated your team to focus specifically on a teenage audience?**

In recent years, largely driven by social media, we have seen a huge increase in teenagers taking an interest in skincare. The issue is that most products on the market are not designed for teenage skin - and in some cases, they can even be harmful.

indu was created to address this gap: a brand dedicated exclusively to teenage skin, with a focus not only on appropriate formulations but also on educating young people about healthy skincare routines.

## **Why was it important to test your formulation on a model that accurately reflected the microbiome of a teenager?**

It is particularly important to us that our products work in harmony with the natural changes that occur during the teenage years. Supporting the evolving skin microbiome is one of the key pillars of the indu brand.

Labskin's unique testing capabilities gave us the opportunity to tailor our research specifically to our core audience, ensuring our products are developed with real relevance to teenage skin.

## **What challenges were you facing before partnering with Labskin Limited?**

Our formulations have always been grounded in strong scientific principles, and we are continuously looking to build on that foundation through further testing. Labskin opened up an exciting opportunity to explore how our products interact with the microbiome.

That said, there are still industry-wide challenges. As a cosmetic brand, regulations limit the extent to which we can make microbiome-related claims. Despite this, we are excited about deepening our understanding of the teenage microbiome and what that means for the future of our brand.

## **What made Labskin Limited the right partner compared to other testing methods?**

Labskin offers a flexible and accessible way to incorporate advanced microbiome testing alongside standard clinical trials. For us, it provided an additional layer of insight without replacing existing methods - enhancing rather than complicating our testing strategy.

# THE SCIENCE & INNOVATION

## How important was the ability to recreate a teenage microbiome in a controlled lab setting?

It was essential. Teenagers typically have a different microbial population compared to adults, so it was important for us to replicate that environment in our testing.

Developing products for teenagers but testing them on adult skin - or an adult-representative microbiome - would not make sense. We wanted to ensure our efficacy testing directly reflected the audience we serve.

## What insights did you gain from the Labskin model that traditional testing might not reveal?

Labskin allowed us to observe the direct impact our products have on the relative populations of microbes within a teenage microbiome.

It also helped us further substantiate the results from our clinical trials, adding another layer of validation and strengthening the claims we were already able to make.

## Did any of the results surprise you or lead to reformulation?

If anything, the testing raised more questions than answers - but that is often the nature of scientific exploration. It highlighted just how complex the relationship is between skincare products and the microbiome.

## How did this approach deepen your understanding of product-skin interactions?

It reinforced how intricate and dynamic the skin ecosystem is. The experience has emphasised the importance of continuing microbiome-focused research as part of our future product development strategy.



# BUSINESS & MARKET IMPACT

## How has this data strengthened your product claims or positioning?

Due to regulatory limitations, we cannot make extensive microbiome-related claims. However, the data has been invaluable in substantiating our existing clinical claims and reinforcing their credibility.

For a small independent brand, investing in advanced research like this is a significant commitment. But we believe a science-led approach is essential to differentiate ourselves and build trust with our audience.

## Do you see microbiome-targeted testing becoming standard in your R&D strategy?

Cost will always be a factor, but we would absolutely like to incorporate more microbiome testing into future product development where possible.

## How does validating performance on a specific demographic impact confidence among stakeholders?

Credibility is critical in modern skincare. Being able to support claims with evidence - especially for a clearly defined audience like teenagers - plays a key role in building trust with consumers, retailers, and investors alike.



## LOOKING AHEAD

indu's collaboration with Labskin highlights the growing importance of microbiome-aware testing in skincare innovation. While the science is still evolving, the ability to generate targeted, demographic-specific insights is already helping brands make more informed decisions - and build stronger connections with their audiences.



## GET IN TOUCH

Ready to revolutionise your product testing with Labskin.

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