Of those who have purchased microbiome beauty:
- 76% have purchased facial skincare
- 31% have purchased hair care
- 30% have purchased body care
- 31% have purchased ingestibles

Purchase drivers for microbiome beauty include:
- 49% are curious to try out new things
- 30% think microbiome beauty works better for skin than traditional products
- 28% have been recommended
- 27% say they try newest, cutting edge products
- 26% thought it would help with specific skin issue

A healthy lifestyle matters to beauty consumers:
- 81% say regular exercise, eating right, and taking time for themselves is important
- 71% would spend more money
- 67% shop multiple grocery stores to get exactly what they want
- 59% recommend the product to others
- 37% would treat themselves to a spa/massage day
- 33% say they research before buying

She’s not interested in microbiome beauty because...
- 39% sounds expensive
- 40% don’t understand
- 41% body care products
- 16% are happy with current products

Her top reasons for using health/nutraceutical products:
- 68% healthy skin in general
- 62% daily vitamin/mineral
- 56% energy
- 50% digestive/health
- 46% common cold
- 39% hair growth
- 39% some muscle

How important is it to use beauty products targeting her microbiome?
- 54% say it sounds appealing
- 49% say it sounds healthy
- 43% say it sounds important

In the past 6 months, she has purchased or used...
- 75% multi-vitamins
- 54% shakes/smoothies
- 49% health supplements
- 48% aromatherapy oils
- 41% inside-out/ingestible beauty product

Microbiome consumers are into the newest and latest!
- 93% are interested in CBD
- 87% are interested in cutting edge products
- 68% are interested in probiotics
- 39% are interested in retinol alternatives

She believes these are the benefits of probiotic skincare
- 75% balances skin pH
- 74% helps keep bad bacteria from living on skin that causes acne/blemishes
- 54% contains live bacteria that fight ‘bad’ bacteria on skin
- 52% keeps microbiome balanced
- 44% creates protective barrier on skin surface

A quick word about probiotics
- 35% of consumers think topical probiotics for skin are appealing
- 51% are interested in cutting edge products

Top brands offering microbiome beauty, according to consumers:
- 1. Dove
- 2. Mother Dirt
- 3. L'Oreal
- 4. Nivea
- 5. Avene
- 6. Hum Nutrition

How is beauty by the numbers from TBC?...