

# A NEW DAWN FOR THE COSMETICS INDUSTRY. WHY THE WORLD NEEDS THIRD WAVE COSMETICS, HARNESSING THE POWER OF THE SKIN MICROBIOME?

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**T**here is a skin allergy epidemic raging across the Western world, which has been suggested by some to be linked to the rise in use of synthetic chemicals in modern cosmetics. JooMo Co-Founder, Kit Wallen Russell reveals his new ground-breaking peer-reviewed and published research, and gives details of the discovery of an extraordinary link between the biodiversity of the skin and its health, and the subsequent development of the first mechanism to test for skin health. Using this mechanism for the first time, clinical trials to test whether it is modern cosmetics damaging the skin's microbiome in the Western world have finished, with the results revealed here. 'Third Wave' cosmetics are proposed as the solution to the skin allergy epidemic, heralding a new era of health-conscious, research driven companies selling honestly labelled products, which are 100% truly natural

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