



# BERTRAND CHARMIER

COMMUNICATIONS  
MANAGER

By I FEEL GOOD event

## Bertrand, Tell us about yourself and your journey

I come from the advertising world and for 5 years I have had the chance to head the communications department at Greentech. A company where everything is possible! This daily journey to the heart of cosmetic ingredients is fascinating, a great adventure.



At the crossroad of the worlds

## Greentech, what is it?

Greentech is above all a story of pioneers, with all that that implies: exploring, innovating, groping, convincing. For more than 30 years Greentech has been a pioneer in ethical biotechnologies. We create high-tech active ingredients from natural sources from the plant, marine and microbial worlds.

## What are your different sectors?

The strength of biotechnologies is that they can be applied to all markets! Today our innovations are mainly aimed at cosmetics, health, nutrition, agronomy and the environment. Innovations representing natural, industrial and efficient solutions for the health and well-being of all.

## What are your values and commitments?

For more than 30 years, the Greentech group companies have been united to meet the challenges of tomorrow, by combining scientific innovation, sustainability and ethics. Greentech is a very committed company, for People and for the Planet. Sustainable development is at the very foundation of our activities. Beyond a reason for being, it is for us a reason to act on a daily basis. Because Being is good, but Acting is better.

## What are your key products?

develop active ingredients for all cosmetic applications for the care and protection of the skin, scalp, nails and hair. At the heart of these ingredients, all the performance of nature, enhanced by cutting-edge processes (bioguided extraction, enzymatic bio-purification, fermentation, bioconversion, etc.) and based on great scientific expertise (holobiont, microbiota, psychobiology/brain axis -skin, exposome...). We always try to be one step ahead of market trends, including product ranges for Clean Beauty, Feel Good Beauty, Upcycled Beauty, Holobionte Beauty, Microbiota Beauty, Fermented Beauty, Instant Beauty ...

This year, we launched HOLOBIOSYS®, an upcycled COSMOS-certified active ingredient, obtained from organic wild yellow gentian root by fermentation with a rare bacteria from aerobiome. A new-generation moisturizer developed by a systemic method using an innovative metaproteomic study.

HOLOBIOSYS® repairs dry/dehydrated skin conditions by stimulating the synthesis of hyaluronic acid and lipids, increasing skin hydration after 28 days and smoothing wrinkles. It also protects the hydrolipidic film thanks to a lipid-replenishing effect. HOLOBIOSYS® invigorates the skin holobiont, by stimulating skin/microbiota interactions, for deeply rehydrated and plumped skin.

We are convinced that ecosystems must be studied as a whole, with an emphasis on the interconnections between their different components rather than on individual parts. To go even further than a simple study of the microbiota on one side and the skin on the other, the study of the holobiont allows us to have a holistic vision of the interactions between the skin and its microbial ecosystem. With age and loss of hydration, these interactions evolve and tend to slow down. In addition to a deep hydra-restructuring action, it is this skin/microbiota relationship that we study and boost thanks to HOLOBIOSYS®. For a revitalized, healthy and harmonious holobiont.



Understanding and mastering the holobiont is a scientific success for Greentech. An innovation that advances science and opens up the field of possibilities towards new skin care, more specific, more durable and ever more effective.

## How do you see the world of beauty of tomorrow?

Beauty routines are transforming to become more and more sustainable. Market trends mainly revolve around two axes: health and engagement.

Health with a sort of medicalization of beauty. Personalized, microbiota-friendly, with rapid, instant effectiveness. This pushes R&D towards even more innovation and progress. This is for example the case with the holobiont. Previously, the microbiota was studied as an independent living ecosystem. Today, the study of interactions between the host and its microbiota leads to a new systemic approach: Holobiont Beauty. This results in a study of the skin as a whole, focusing on protein interactions (with metaproteomic studies) between the host and its microbiota. This new technology makes it possible to actually observe the biochemical impacts of an active ingredient on the skin's metabolism. A path that opens up the field of possibilities towards new skin care, more specific, more durable and ever more effective. A fascinating subject that we addressed with HOLOBIOSYS®, our 2023 innovation, hydra-restructuring and invigorating the skin holobiont.

Routines are also evolving towards a new purpose: mental health. Cosmetics should be a well-being solution, boosting self-esteem and good mood on a daily basis. A sort of traveling companion who accompanies us every day in a perpetual search for serenity in the face of the stress and fatigue that we all face. Feel good beauty!

The beauty of tomorrow will be a committed and transparent beauty, with short and local channels. A great opportunity for Made in France. At Greentech we always have this in mind during new developments: trying to valorize co-products and sourcing raw materials in France. Beauty is meant to be empowering and must contribute to a better world, with respect for People and the Planet.





You will find GREENTECH stand 99, September 19 & 20 at I FEEL GOOD,  
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