



You have just as many bacterial cells living on your body as human cells inside it.

$3.0 \times 10^{13}$   
(10,000 BILLION)  
HUMAN CELLS  
IN THE BODY

$3.0 \times 10^{13}$   
(10,000 BILLION)  
BACTERIA IN THE  
HUMAN BODY

$10^{11}$  (100 BILLION)  
BACTERIA ON HUMAN SKIN

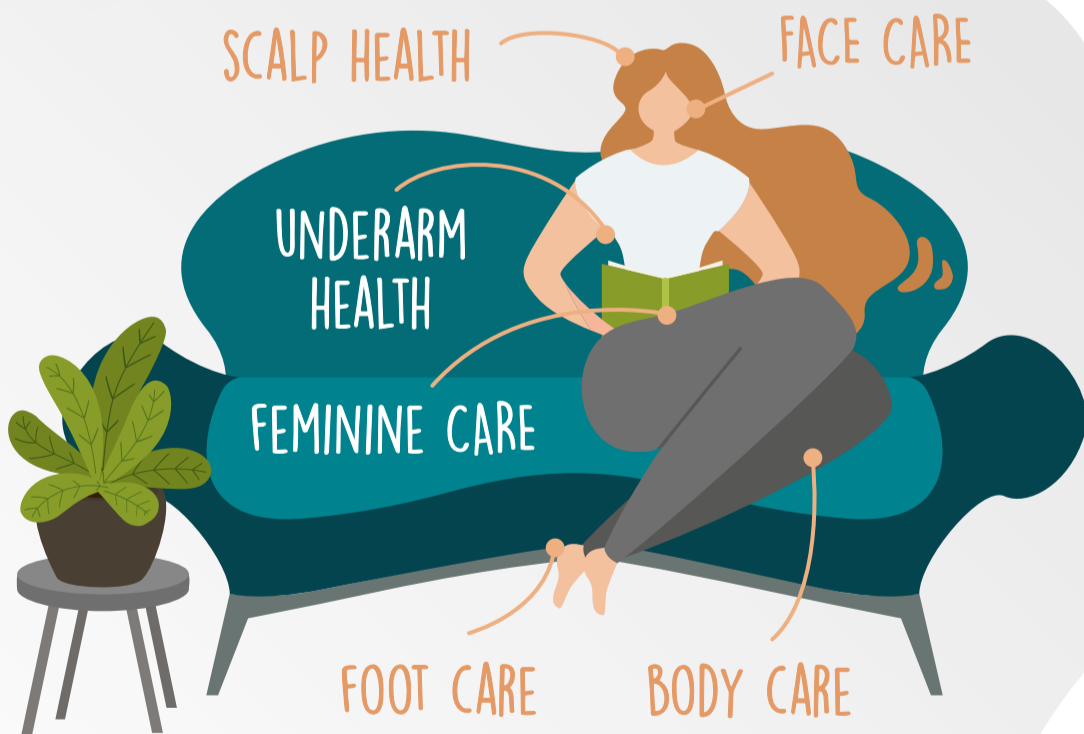
1000 DIFFERENT BACTERIAL  
SPECIES ON HUMAN SKIN



What areas do we consider biofilms present and why it is important to consumers?

CONSUMER DESIRE TO MANAGE THEIR SKIN FOR AESTHETIC AND FUNCTIONAL REASONS

Personal care products provide prevention and control of skin conditions for :



Aesthetics arising from



Functionality arising through



The global personal care market in 2019

\$339BN

Amount of which was attributable to biofilms

\$91BN

A GLOBAL INDUSTRY

Proportion of each sector attributable to biofilms:

20%  
SKINCARE

20%  
BABY & CHILD

25%  
HAIR CARE

50%  
BATH & SOAP

100%  
DEODORANT