



IMS, a Division of Florida Skincare Testing

www.ims-usa.com

PRODUCT/SERVICE BACKGROUND INFORMATION

IMS, a division of Florida Skincare Testing, is the manufacturer of Vitro-Skin® Vitro-Corneum® and Vitro-Nails synthetic substrates. These non-biologic substrates are formulated and designed to mimic human tissues and are used in the personal care and life science industries to standardize in-vitro testing for claim substantiation and assist with the product development process.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

IMS is proud to launch the Vitro-Skin® Color Palette, which represents a spectrum of skin tones across 16 shades and is designed to be used with Vitro-Skin® substrates to help formulators develop inclusive products for People of Color. Products are simply applied to hydrated Vitro-Skin® and placed on top of the desired shade in the Color Palette to indicate how the product will look when applied to a person with this skin tone. The Vitro-Skin can then be moved to many different shades to check formula compatibility among various shades.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

Inclusivity is one of the most widely discussed topics in our industry today. A major challenge is to design products that are compatible with a wide range of skin tones. Introducing the **VITRO-SKIN®** Color Palette, a tool designed to help the formulator create products that appeal to the widest range of consumers. It allows an instant visualization of product application on a diverse audience without the need for consumer panels. It is ideally suited for testing and optimizing Sunscreen/Daily wear SPF and anti-aging products to help the formulator eliminate the white cast which can occur on darker skin tones. It can also be used for color and shade development.