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TESTING & beyond

# GENE EXPRESSION

# GENE EXPRESSION ANALYSIS...

...is one of the most powerful methods to understand the mechanisms of action of dermo-cosmetic products. This approach is also highly valuable for target identification, efficacy testing and product repositioning.



## TARGET KEY GENES USING TAQMAN ARRAYS

Analysing gene expression changes using qRT-PCR TaqMan low density arrays offers the advantage to focus on 96 target genes, carefully selected according to particular themes and identified as key factors of dermo-cosmetic benefits.



**BARRIER RESILIENCE**  
in a Th-2 atopic environment



**DEFENSE** and **REPAIR**  
against environmental stresses

**96 key genes**  
*focused on...*



Skin benefits based  
on **EPIDERMAL BIOLOGY**  
and regeneration



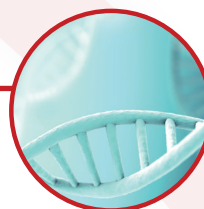
Skin **PIGMENTATION**  
and age spots attenuation



Skin benefits based  
on **DERMAL BIOLOGY**

## TEST THE WHOLE GENOME USING DNA MICROARRAYS

Full transcriptome analysis is based on the use of DNA microarrays to monitor gene expression signatures from the full genome and to provide deep insights into the mechanisms of action of a test product.



**Feel free to contact us to set up testing strategies and discuss customised assays.**



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