



A breakthrough in scalp & skin care

Born out **love** | With the wisdom of **nature** | Proven with **science**

Ruchi Gupta, MD, MPH
Founder & CEO

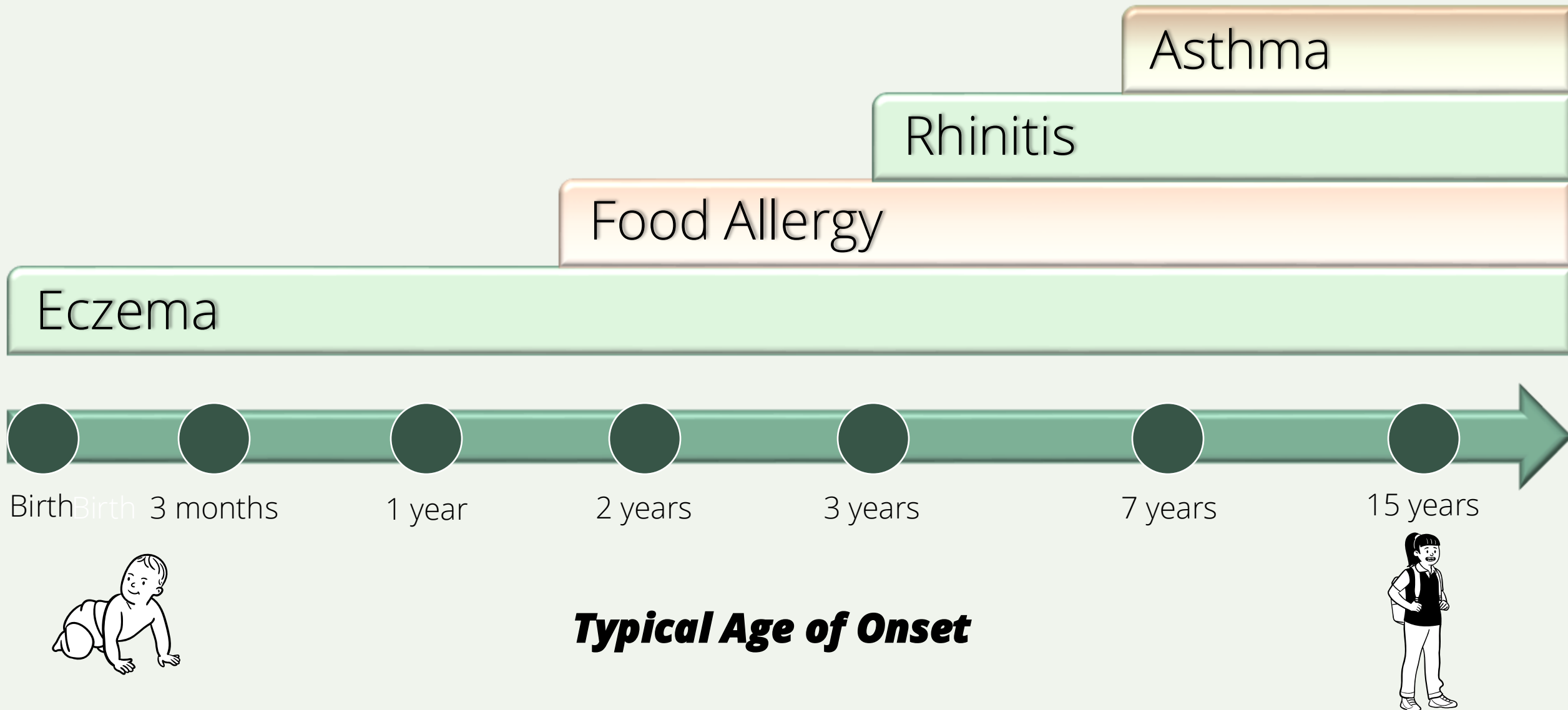
THE PROBLEM

1 in 2

people suffer from dry skin &
scalp: dandruff, cradle cap,
itching or eczema




The Allergic March






The Gap

Harmful chemicals
& steroids



Non-scientifically proven
products



Yobee Innovation

Born out of

Love

Wisdom of

Nature

Proven with

Science



We are on a mission to **free** people from the cycle of using **harsh chemical-ridden** products on their **scalp, skin, & hair**



Why: Yobee was born out of love



"Necessity is the mother of invention"

Prof. Ruchi Gupta

Mom of a child with cradle cap, eczema & food allergy

- Professor of Pediatrics & Medicine, Northwestern University & Lurie Children's Hospital
- Founding Director, Center for Food Allergy & Asthma Research (CFAAR)



Trusted expert for:

Chicago Tribune

The New York Times

TED



NETFLIX



CHICAGO
MAGAZINE



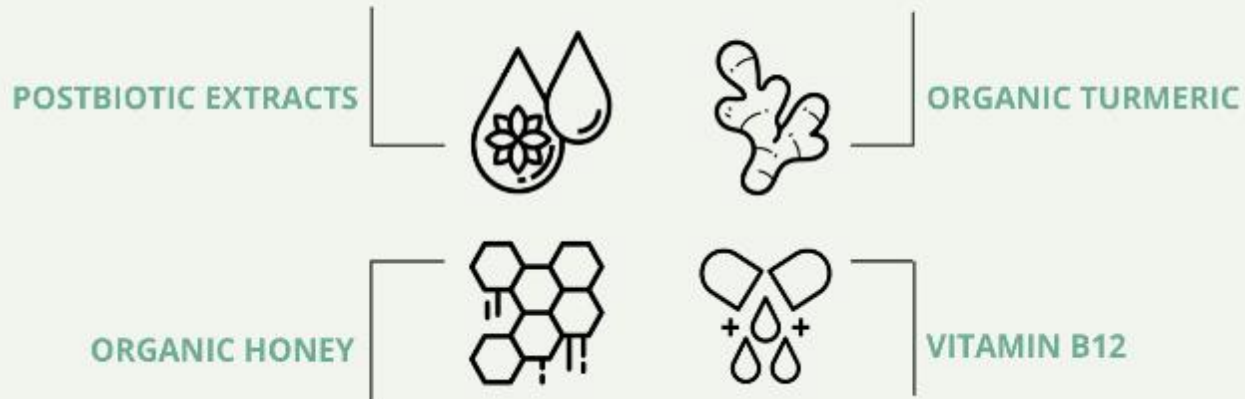
**BABY-LED WEANING
MADE EASY**



Breakthrough innovation created with the wisdom of nature

To support & balance the skin's natural microbiome

PROBYOME™ BLEND



Our ingredients have been **clinically proven** to be **anti-inflammatory, microbiome-supportive, & safe**

Increasing Allergies and the Role of the Microbiome

<https://www.youtube.com/watch?v=KVbutlY2eNQ>



Rotten: "The Peanut Problem"

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by Netflix

Dirt



Are We Too Clean?

The Hygiene Hypothesis

Sterile indoor environments, excessive use of antibiotics and hand sanitizers, and urban living reduce exposure to bacteria that help mitigate the risk of developing allergies



The Microbiome and Early Life Factors

Right after birth, a baby's microbiomes are impacted by:

- Maternal microbiota
- Antibiotics
- Skin exposure
- Social interactions
- Lifestyle
- Environment
- Food consumption



Dry Skin



Many Factors Affect the Microbiota of the Skin

- Host Physiology
- (Sex, Age, Location)
- Environment (Climate)
- Immune System (Exposures, drugs, inflammatory issues)
- Host Genotype
- Lifestyle (Hygiene, occupation)
- Pathobiology (Underlying diseases or conditions)

Grice EA, Segre JA. Nat Rev Microbiol. 2011;9:244-

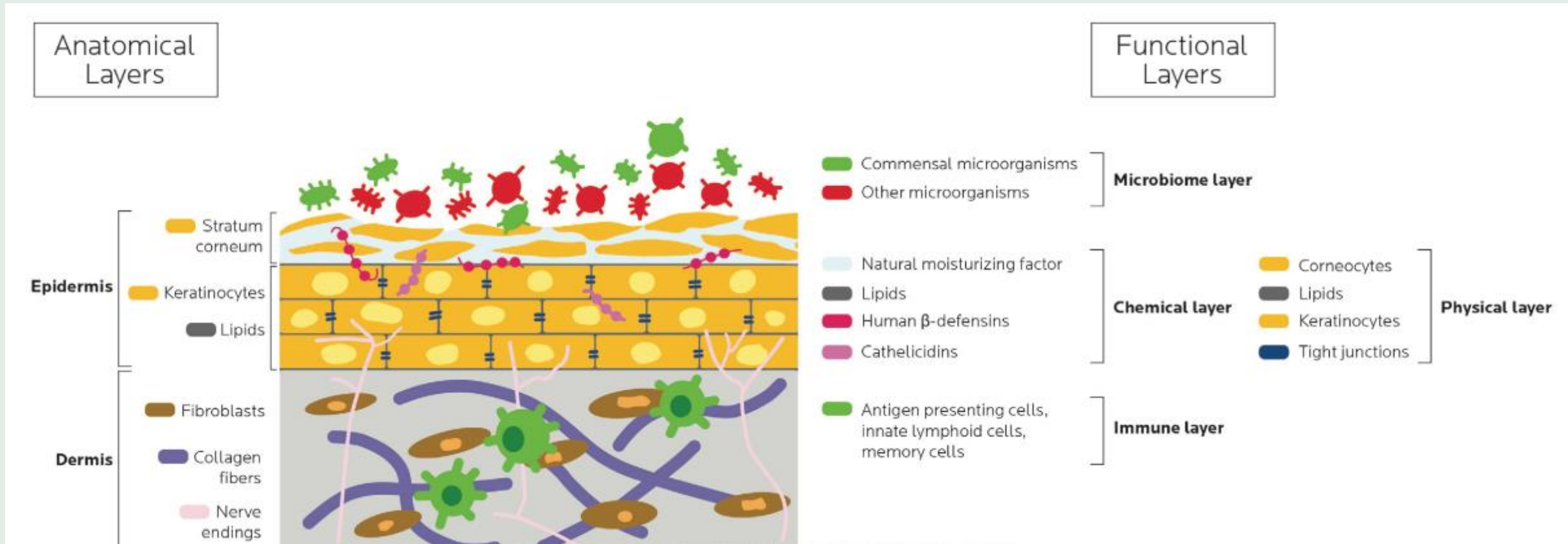
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Slide Courtesy of Peter Lin, MD, FAAD

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Microbiome Is Part of the Barrier!



Strugar TL, Kuo A, Seit  S, Lin M, Lio P. Connecting the Dots: From Skin Barrier Dysfunction to Allergic Sensitization, and the Role of Moisturizers in Repairing the Skin Barrier. Journal of drugs in dermatology: JDD. 2019 Jun;18(6):581-.

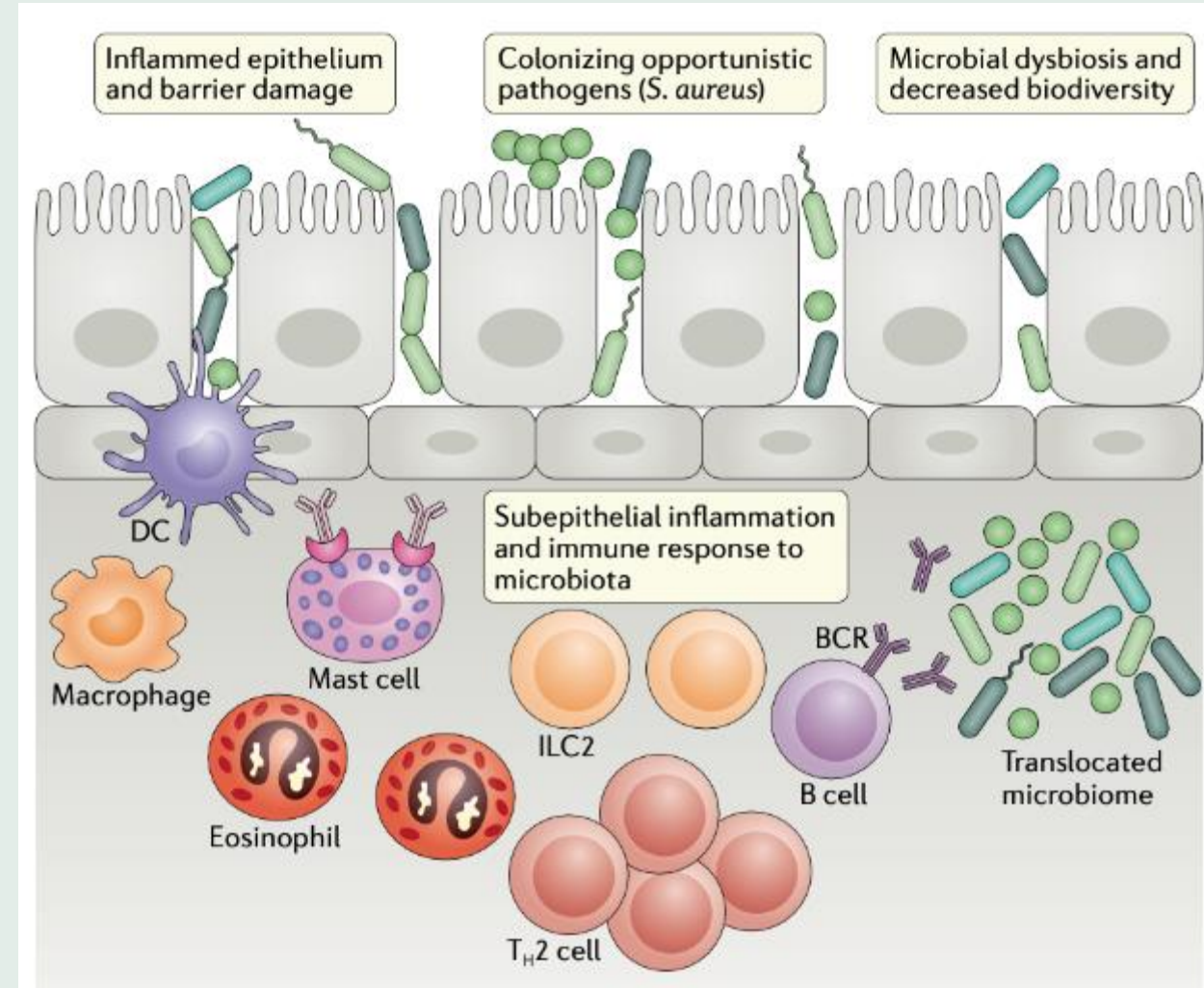
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Slide Courtesy of Peter Lio, MD, FAAD



Barrier Damage

→ colonization of opportunistic pathogens and inflammation



Akdis, C.A. Does the epithelial barrier hypothesis explain the increase in allergy, autoimmunity and other chronic conditions?. *Nat Rev Immunol* (2021). <https://doi.org/10.1038/s41577-021-00538-7>

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Slide Courtesy of Peter Lio, MD, FAAD

The Microbiome: Taking Care of Your Skin and Gut Health

Our Microbiome: What is It?

“The community of microorganisms in a particular environment” (gut, skin, nose, lungs, etc.)

Carneros is the microbiome. The people are the microbiota.

Why it Matters

Plays a critical role in health: digestion, immunity, protection against harmful microbes, etc.

Each person's microbe is unique, shaped by genetics, diet, environment, and lifestyle.

The Scale

The human body contains approximately 39 trillion microbes → 10x more microbial cells than human cells.

The average human microbiome weights around 2.5 pounds!

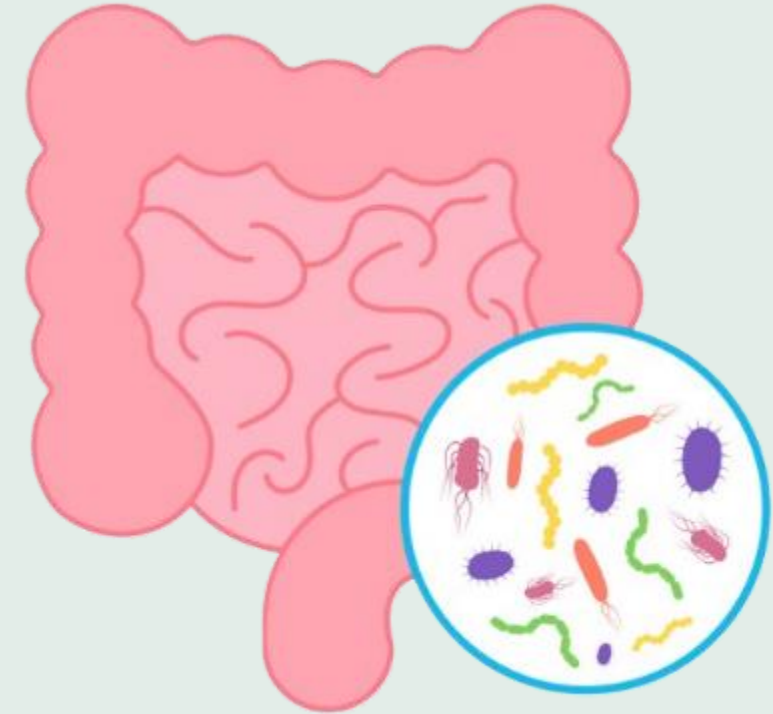


Gut Microbiome

A complex ecosystem of microorganisms in the GI tract

Bacteria produce metabolites/byproducts, which can either be “good” or “bad.”

- GOOD metabolites
 - Short chain fatty acids (SCFAs): (acetate, butyrate, propionate)
 - decrease pH → improve defense against pathogens
→ reduce infections
- BAD metabolites
 - Trimethylamine-N-oxide (TMAO)
 - TMAO buildup in the arteries increases risk of atherosclerosis



Skin Microbiome

The skin is your body's 1st line of defense!

The collection of microorganisms residing on the skin influences

- Barrier protection, immune modulation, wound healing

Gut-Skin Axis

An unhealthy gut microbiome (dysbiosis) can lead to inflammatory responses that manifest on the skin, potentially contributing to conditions like acne, atopic dermatitis, and psoriasis

Factors Influencing the Skin Microbiome

- pH, moisture levels, UV exposure, and personal hygiene practices
- Products like harsh soaps can disrupt the balance, leading to skin issues

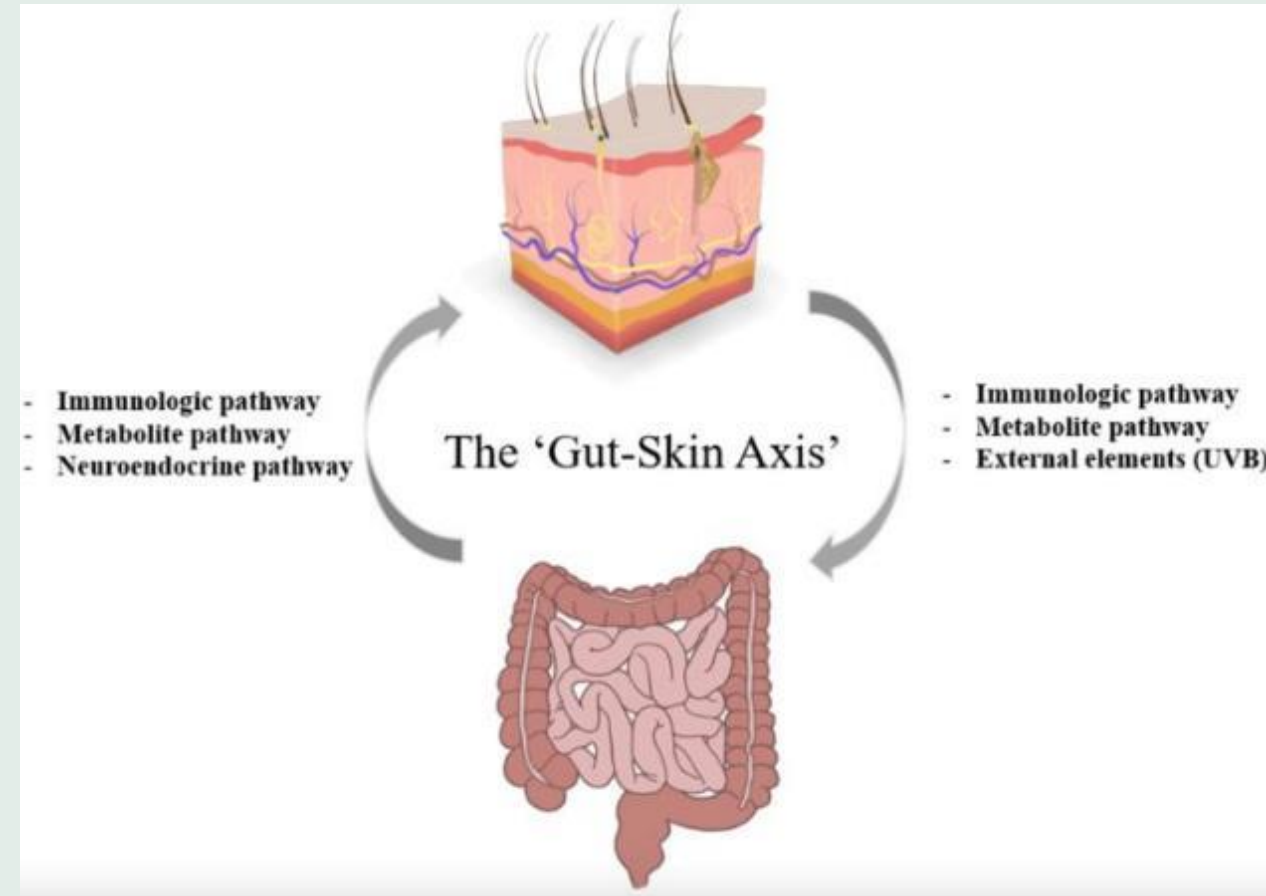


Gut-Skin Axis

An unhealthy gut microbiome (dysbiosis) can lead to inflammatory responses that manifest on the skin, potentially contributing to conditions like acne, atopic dermatitis, and psoriasis

“In patients with acne vulgaris, bacterial overgrowth in the small intestine was 10 times more common than in healthy controls”

- Bowe and Logan, 2011



Bowe WP, Logan AC. Acne vulgaris, probiotics and the gut-brain-skin axis - back to the future?. *Gut Pathog.* 2011;3(1):1. Published 2011 Jan 31. doi:10.1186/1757-4749-3-1

Park DH, Kim JW, Park HJ, Hahn DH. Comparative Analysis of the Microbiome across the Gut-Skin Axis in Atopic Dermatitis. *Int J Mol Sci.* 2021;22(8):4228. Published 2021 Apr 19. doi:10.3390/ijms22084228

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Gut-Brain Axis: Everything is Connected

Gut-Brain Axis

Bi-directional communication between the gut and brain

- Communication via the vagus nerve
 - Influencing factors like mood, appetite, and overall health

An unhealthy gut microbiome (dysbiosis) can lead to inflammatory responses that manifest on the skin, potentially contributing to conditions like acne, atopic dermatitis, and psoriasis

Your “gut feeling” is real!

- Scientists are beginning to attribute it partially to gut health and the gut-brain axis



“Good” Bacteria of the Gut

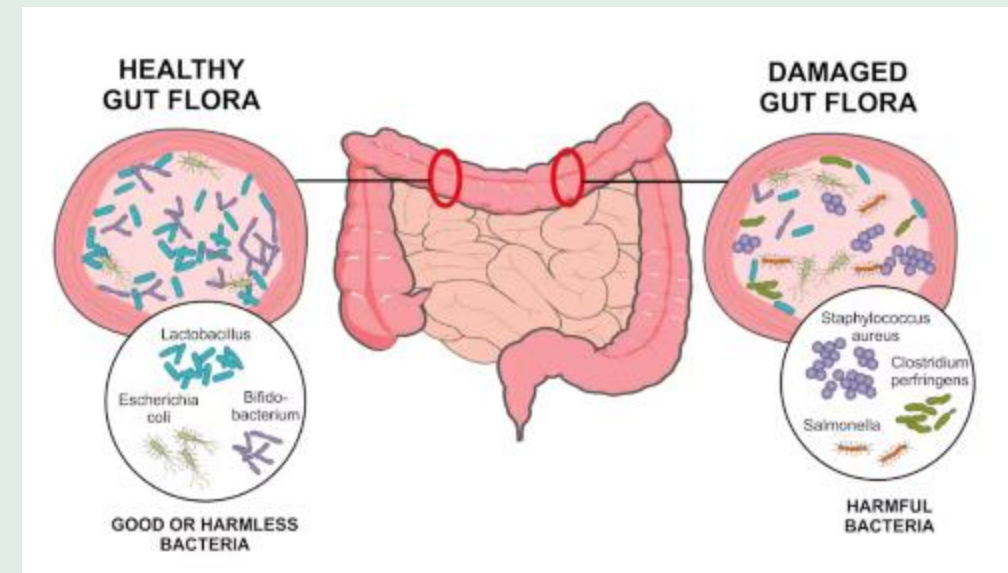
Examples

- *Lactobacillus acidophilus* (found in yogurt, cheese, sauerkraut)
- *Bifidobacterium bifidum* (found in breast milk, yogurt, kimchi)

Potential Health Benefits of *L. acidophilus*

- Prevent or reduce diarrhea
- Improve cold and flu symptoms
- Prevent and reduce allergy symptoms

*Many species within the *Lactobacillus*, *Bifidobacterium*, and *Clostridium* genera



“Bad” Bacteria of the Gut

Gut microbiota composition is altered in differing disease states
Rheumatoid arthritis, T1D, atopic asthma, etc.

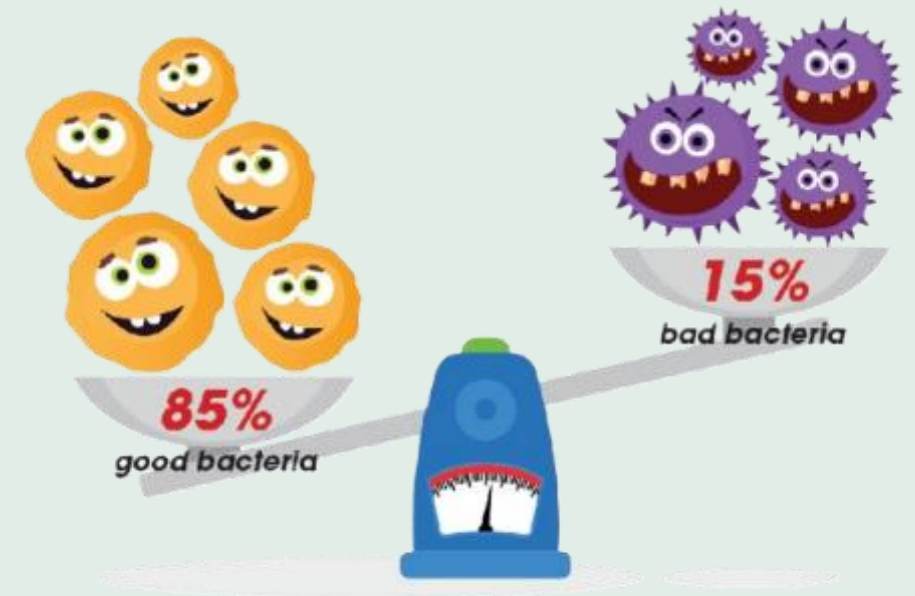
In patients with atopic dermatitis:

Elevated levels of

- *Clostridium difficile*, *Escherichia coli*, and *Staphylococcus aureus*

Decreased levels of

- *Bifidobacteria*, *Bacteroidetes*, and *Bacteroides*



**A healthy bacteria balance
means that the good bacteria
overpower the bad bacteria**

<https://www.nature.com/articles/s41430-021-00991-6>

<https://nutriweb.org/my-probiotics/31.html>

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“Good” Bacteria of the Skin

Staphylococcus epidermidis

Produces anti-microbial peptides that help inhibit harmful bacteria

Preliminary studies suggest that:

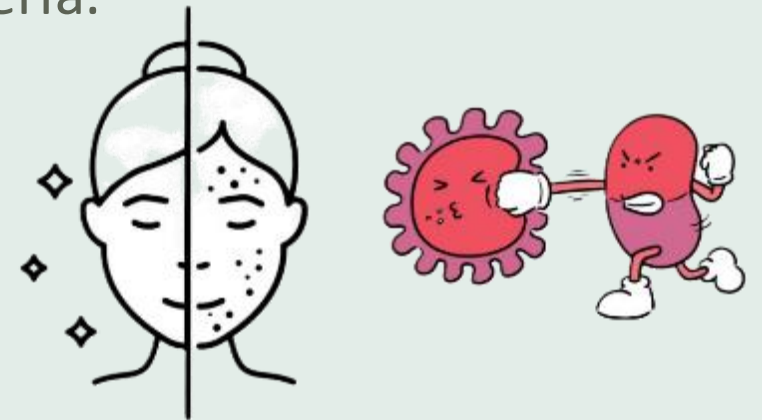
Streptococcus thermophiles, *Enterococcus faecalis*, and *Streptococcus salivarius* can improve acne.

Vitreoscilla filiformis, *Streptococcus thermophilus*, and *Lactobacillus johnsonii* can improve atopic dermatitis.

***Studies are still ongoing.**

The thousands of bacterial species can be confusing! And research is still ongoing.

- *Corynebacterium tuberculostearicum* is associated with a healthy skin microbiome.
- *Corynebacterium diphtheriae* is very bad, an opportunistic pathogen causing diphtheria.



“Bad” Bacteria of the Skin

An imbalance and increase of “bad” microbes can lead disrupt the skin’s microbial composition, leading to disease.

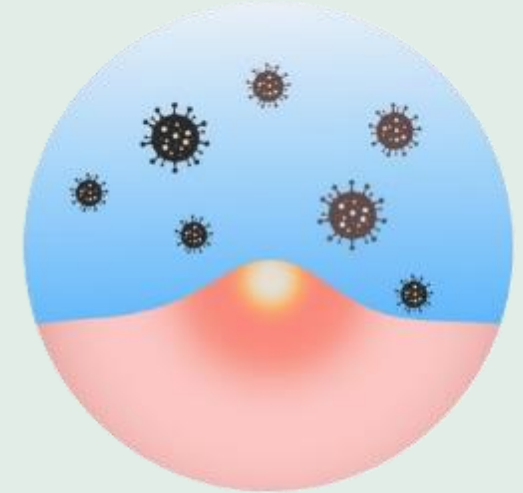
For example, in patients with atopic dermatitis:

Elevated levels of

- Clostridium difficile, Escherichia coli, and Staphylococcus aureus

Decreased levels of

- Bifidobacteria, Bacteroidetes, and Bacteroides



The Ugly

Dysbiosis: an imbalance or a deficit of beneficial microbes in your microbiome



- May lead to bacterial infections, inflammatory bowel diseases (ulcerative colitis, Crohn's)
- Also associated with food intolerances, malnutrition, metabolic syndrome, atherosclerosis, fatty liver disease, chronic fatigue

Risk Factors: Diet, medication, lifestyle, stress, chronic conditions, and genetic background

Ex) Antibiotic Resistance

Overuse of antibiotics can knock out entire bacterial colonies. → Bad bacteria can then multiply and crowd out beneficial bacteria in the gut.



Clostridoides difficile (C. diff)

causes diarrhea, stomach pain, inflammation of the colon, etc.



Helicobacter pylori (H. pylori)

common cause of stomach ulcers, burning pain in stomach, nausea, etc.

Microbes and Skin Diseases

“The dysregulation of human skin microbiota is implicated in immune dysregulation and inflammatory responses.”

Staphylococcus aureus

- Produces toxins that compromise skin barrier.
→ **Atopic dermatitis**, skin abscesses

Cutibacterium acnes

- Triggers inflammation in clogged pores.
→ **Acne**, post-surgical infections

Demodex mites

- Clog pores and provoke immune responses.
→ **Rosacea**, democides



Western Diet

A modern eating pattern that includes large amounts of processed foods, red meat, high-fat dairy, and high-sugar drinks. It also typically includes refined grains, fried foods, and conventionally raised animal products.

Western diet associated with:

- Higher *Firmicutes* to *Bacteroidetes* ratio
- Dysbiosis, increase in TMAO levels, decreased SCFA production, obesity, diabetes

Takeaway: “Diet is the dominant driver in shaping the gut microbiota over host genetics.”



Prebiotics

A substrate that is selectively utilized by host microorganisms conferring a health benefit

- aka fuel/food for your microbiome

Think Fiber

- Vegetables: garlic, artichoke, onion, jicama, leafy greens
- Fruit: apples, berries, bananas
- Grains: oats, barley, rye, whole wheat flour

Potential Health Benefits

- Help regulate bowel movements
- Stimulate your body to make hormones that aid in appetite, appetite suppression, etc.
- Improve how well your immune system functions
- Enhance your body's anti-inflammatory response



Probiotics

“A microorganism introduced into the body for its beneficial qualities.”

Probiotic Foods

- Ex) fermented vegetables (sauerkraut, kimchi, fermented pickles) (store-bought pickles are typically preserved in vinegar, not fermented)
- Fermented dairy products (yogurt, kefir, cheese), fermented beverages (kombucha), fermented soybean products (miso soup, tempeh)

Potential Health Benefits

- Improve gut health by restoring balance of beneficial gut bacteria
- Stimulate immune cell production
- Lower cholesterol levels and improve blood sugar control
- Reduce inflammation and improve skin conditions, such as acne and eczema



Postbiotics

Bioactive compounds created by probiotics during the fermentation process in the gut

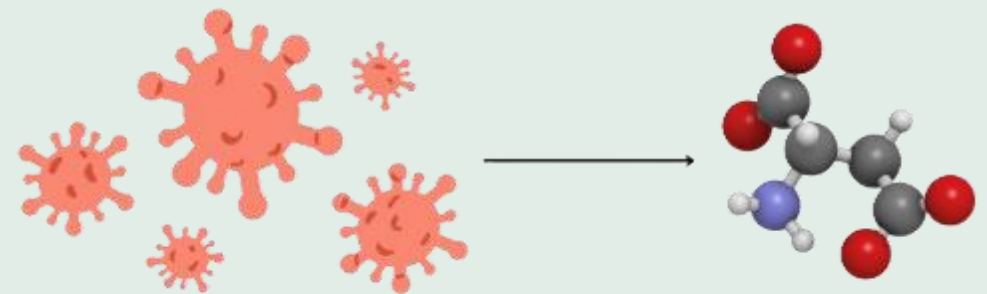
- Created during digestion by probiotics

Examples

- Vitamin K and some B vitamins – synthesized by bacteria in the gut
- Lactate – produced from lactic acid bacteria like Lactobacillus and Bifidobacterium
- SCFAs – produced during fermentation of dietary fiber by gut bacteria
- Anti-microbial peptides – produced by gut bacteria and help inhibit pathogenic bacteria

Potential Health Benefits:

- Gut health improvement
- Immune system modulation
- Anti-inflammatory effects
- Anti-microbial properties
- Respiratory health - postbiotics may reduce the severity of respiratory infections by boosting mucosal integrity



Yobee's patented PROBYOME blend

Postbiotics



Competitively inhibit pathogens

- Balance microbial communities
- Modulate immune responses
- Decrease levels of *S. aureus* in eczema
- Reduce inflammation
- Improve barrier function

Honey



Antibacterial & hydrating

- Promotes wound healing
- Enhances skin regeneration
- Can reduce *S. aureus* & balance microbiota, thereby alleviating eczema & psoriasis
- Maintains moisture which can manage dandruff & seborrheic dermatitis

Vitamin B12



Essential for skin regeneration

- Anti-inflammatory properties have been demonstrated in studies focusing on eczema & psoriasis
- Topical B12 formulations have shown promise in reducing cytokine levels involved in these conditions

Turmeric



Natural anti-inflammatory agent

- Curcumin has been shown to inhibit inflammatory pathways, including NF- κ B & STAT3, which are hyperactive in psoriasis & eczema
- Topical turmeric treatments have demonstrated reductions in psoriasis plaques & improved skin health

A breakthrough innovation proven by science

90%

of participants who used Yobee had **significantly reduced** dry scalp symptoms including **irritation, itching, & redness**

Studied in pediatric patients

[Clin Cosmet Investig Dermatol](#). 2023; 16: 2757–2762.

Published online 2023 Oct 4. doi: [10.2147/CCID.S424077](#)



Natural Topical Treatment Contributes to a Reduction of Dry Scalp Symptoms in Children

& adult populations

[Clin Cosmet Investig Dermatol](#). 2021; 14: 945–947.

Published online 2021 Jul 24. doi: [10.2147/CCID.S321238](#)



Novel Topical Treatment for Dandruff & Dry Scalp Through Sustained Balance in Skin Microbiome

Why now? Scalp care is key – marketing research results

99%

agree **healthy hair** begins
with a **healthy scalp**

96%

believe **scalp care** is just as important as your
facial skincare

Individuals report suffering a range of issues:

- ✗ Itchy scalp - 42%
- ✗ Dry scalp - 23%
- ✗ Dandruff - 14%
- ✗ Oily scalp - 18%

90%

Of participants who used **Yobee** reported
decreased dry scalp symptoms including

- ✓ Less itching
- ✓ Less redness
- ✓ Less flaking

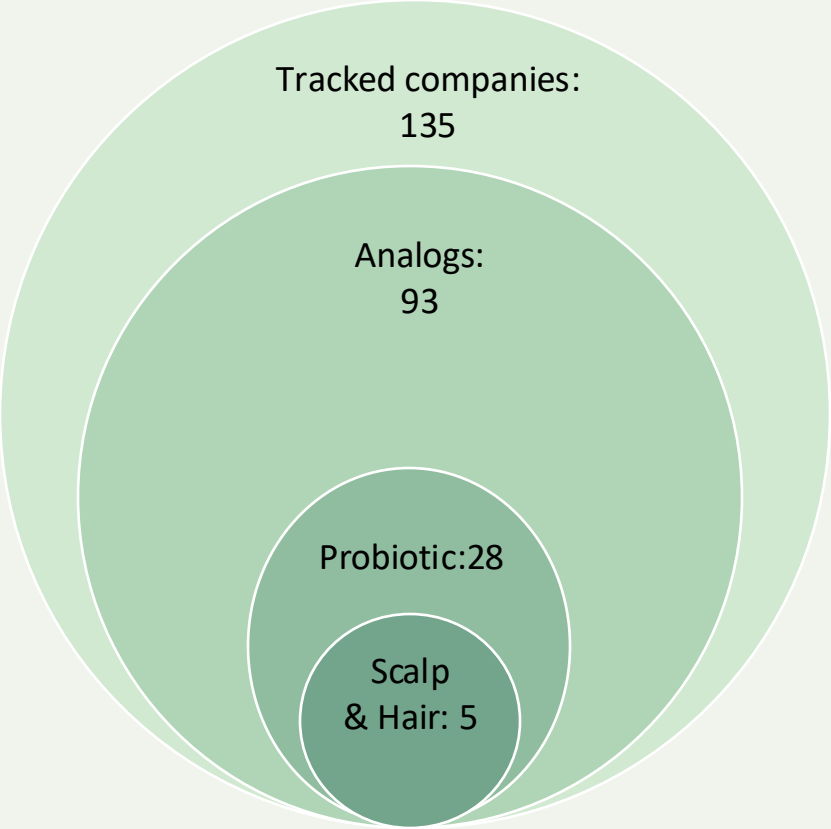


Global Search for a Solution

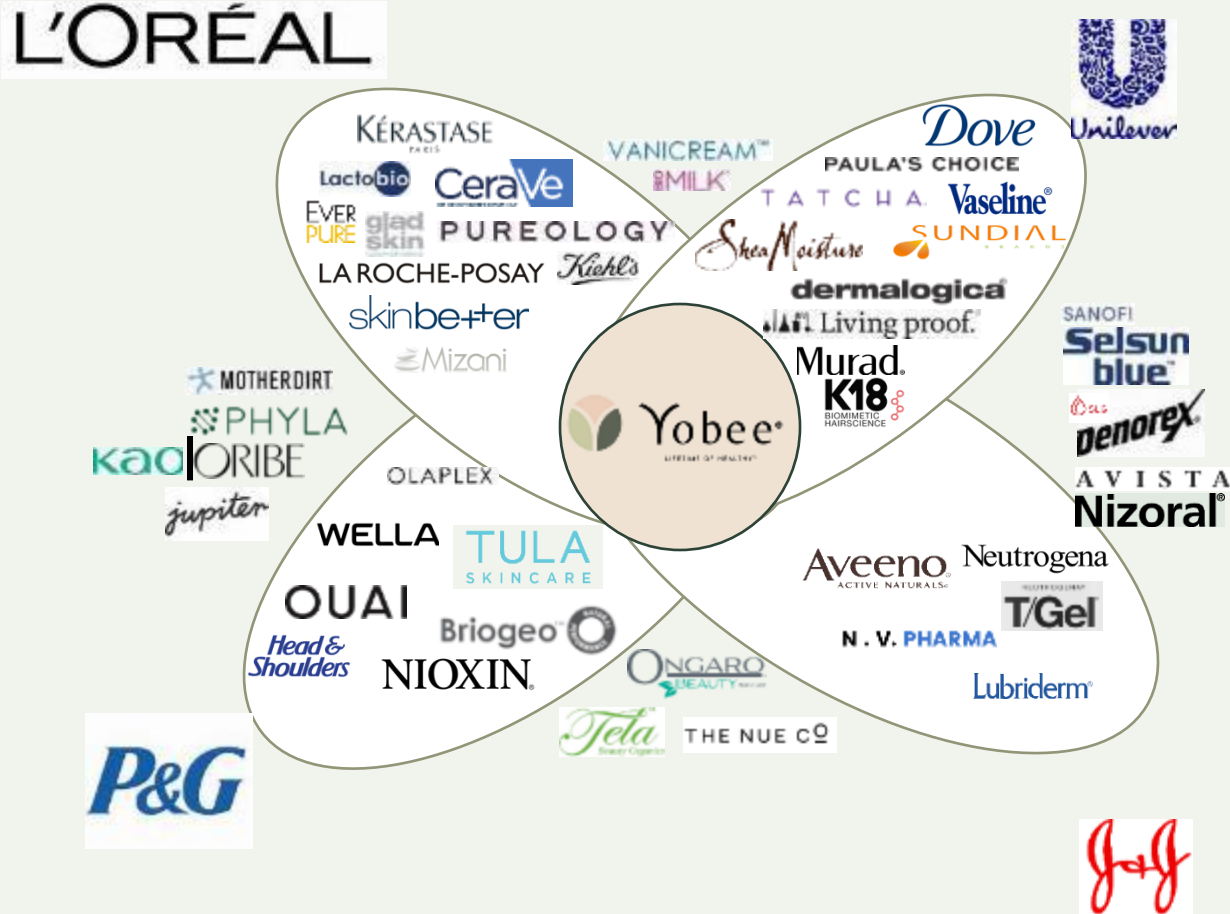
	RESTORING SCALP/HAIR BALANCE	SALON BRANDS	"FREE" FROM CLAIMS	ANTI-FUNGALS
				
Natural Ingredients				
Microbiome Friendly				
Safe for all Ages				
Free of Zinc, Salicylic Acid, Coal Tar				
Clinically Proven				



Market research



There are numerous probiotic skincare products but still few that also target hair & scalp



Four major players dominate this personal care space with multiple wholly owned acquisitions

Yobee's market access channels

eCommerce Platform

e.g. Amazon,
Yobee, website
Tik-Tok Shop



B2B Outlets

Physician
Offices, Salons, &
Spas



Future: Brick & Mortar Retailers

e.g. Whole
Foods



Select team members



Ruchi Gupta, MD, MPH
Co-Founder & CEO



Tarun Jain, MD, MSc
Co-Founder & CFO



Kathryn Cherny, PhD
Chief Operating Officer



Annie Siebenaler
Marketing Director



Joanna Deryniowska
Director of Customer Experience

Select advisors



Catherine Murphy
Former Head of Global Marketing
Johnson & Johnson



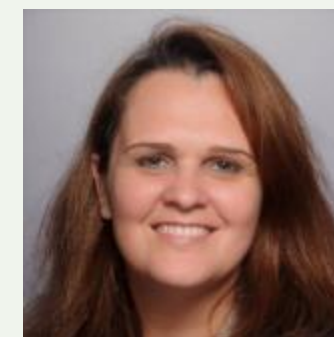
Josh Ghaim, PhD
Former CTO
Johnson & Johnson



Peter Lio, MD
World-renowned
Integrative Dermatologist
Chicago Eczema Center



Amy Paller, MD
Professor & Chair, Dermatology
Northwestern University



Dimitra Georganopoulou, PhD
General Partner
Qral Ventures

Yobee products are already beloved

Avg 4.7/5 stars on Amazon



180+ reviews

Avg 4.9/5 stars on YobeeCare.com



180+ reviews

“

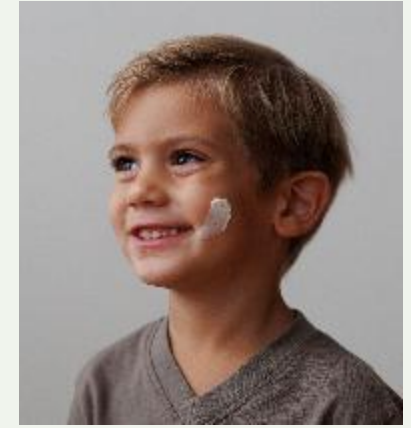
I recommended Yobee to my niece who has **psoriasis** & tried every steroid cream. Within a week, her psoriasis improved. **Her doctor couldn't believe it!**

“

Yobee **resolved** my baby's **scalp & forehead irritation**. It gave me my sleep & sanity back!"

“

The **holy grail** of winter moisturizers. Finding this cream was a godsend.



Award-winning innovation



Allē award judge feedback:

“ Validated methods for balancing the microbiome to improve skin conditions.

“ Great safety claim substantiation in pediatric population.

“ This product seems to fill a real need.

Join the Yobee movement: help us empower people to restore their scalp & skin microbiome



Yobee is looking for:



Influencer Partnerships: Collaborate with us to create engaging, informative content & help us share our mission of microbiome-focused skincare



Physician Offices: Partner with Yobee to recommend our products to your patients, empowering them with natural, science-backed solutions for skin & scalp health



Salons & Spas: Offer Yobee's natural skincare treatments to clients seeking holistic scalp & skin care solutions



Retail Partners: Help bring Yobee to more consumers by stocking our products in stores & online

Summary & next steps

Born out of

Love

Wisdom of

Nature

Proven with

Science



Join our mission
to help free
people from
using harsh and
chemical-ridden
products on their
skin, scalp, and
hair

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Contact us

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WEBSITE: www.yobee care.com

Follow us



Order today!





Thank you

Wishing you a lifetime of healthy



Appendix

MICROBIOME CRASH COURSE

Imbalanced Microbiome

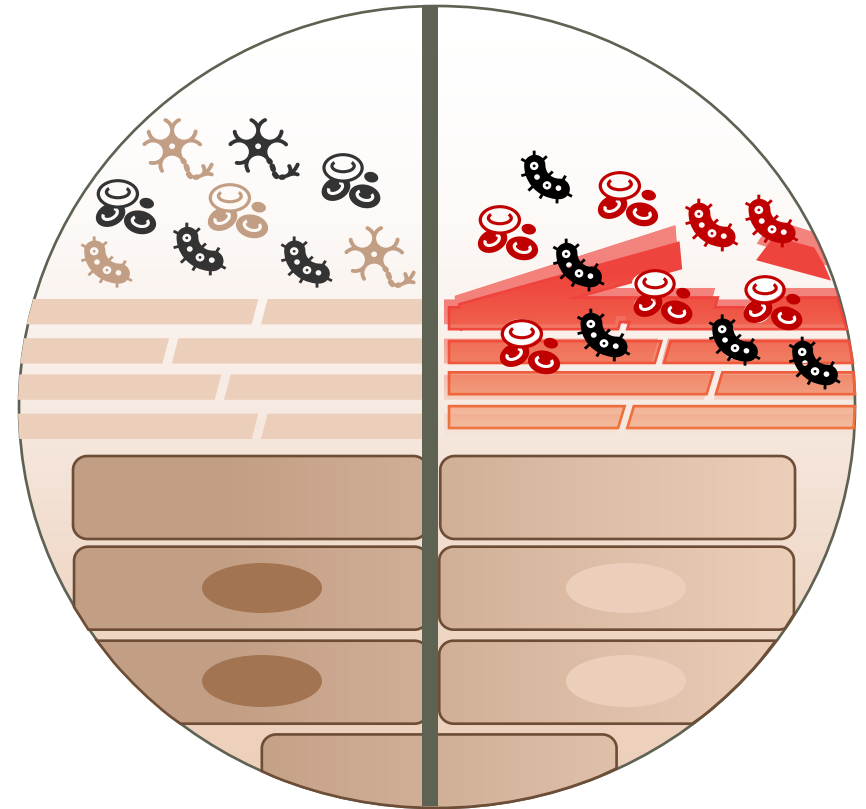
HEALTHY SKIN

A balanced microbiome with a preserved skin barrier

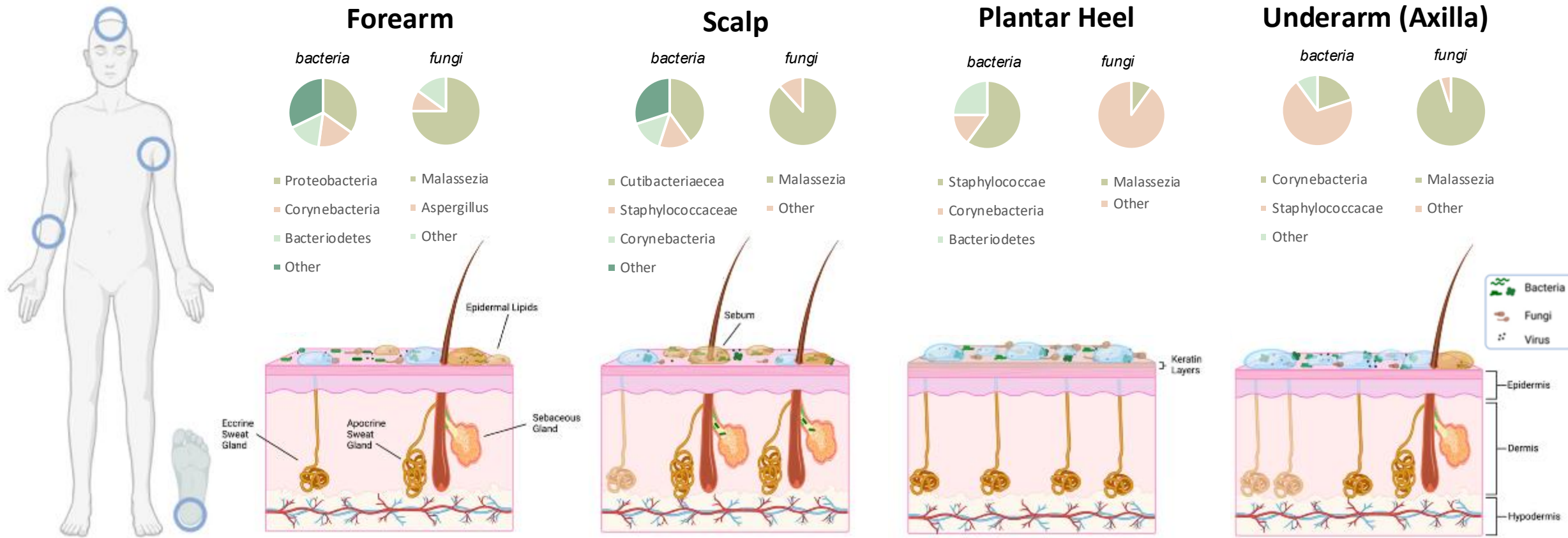


ATOPIC SKIN

An imbalanced microbiome & altered skin barrier --> skin vulnerable to irritants & allergens --> cause inflammation, flare-ups & itching

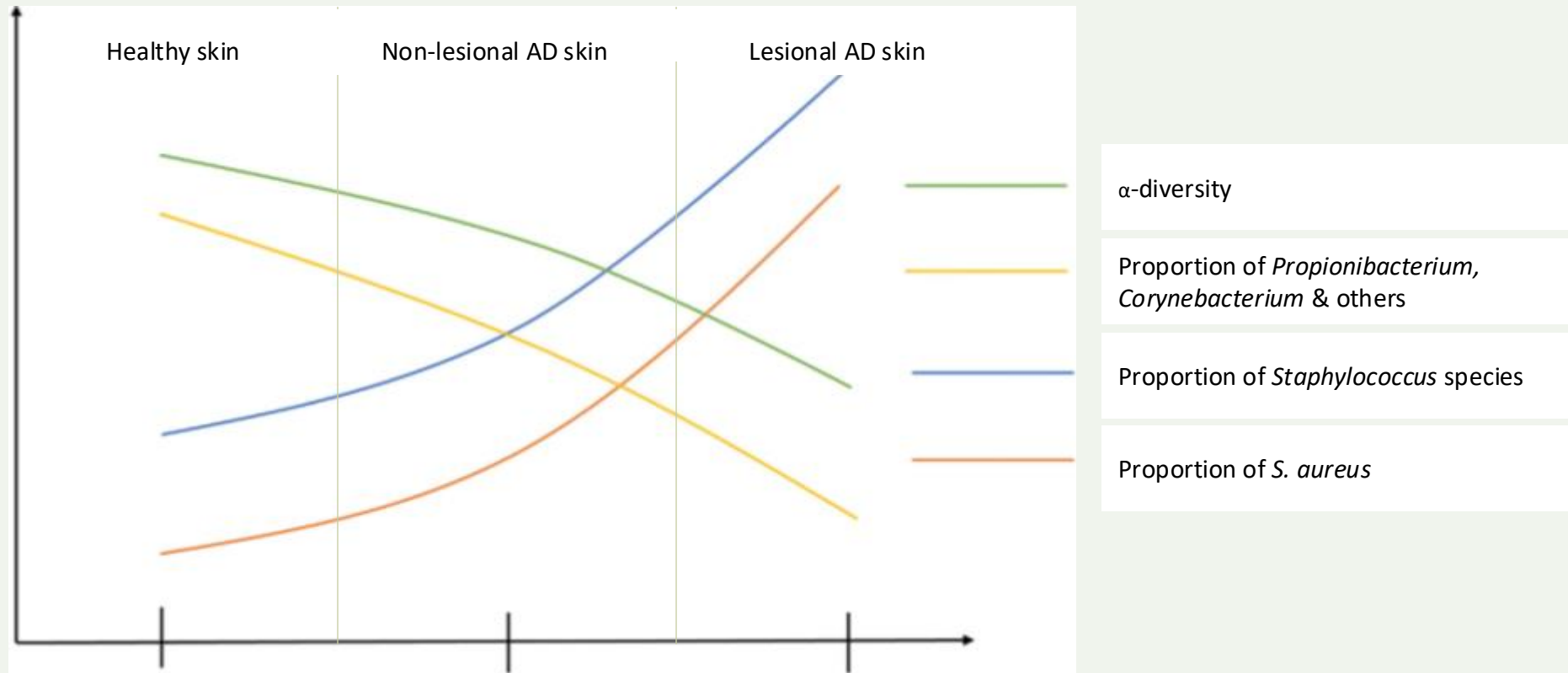


Microbiome composition is site specific



The skin microbiome composition changes in different areas of the body

Microbiome composition changes with skin health



The composition of the skin microbiome also actively changes as skin's health deteriorates (from Healthy to Atopic Dermatitis)

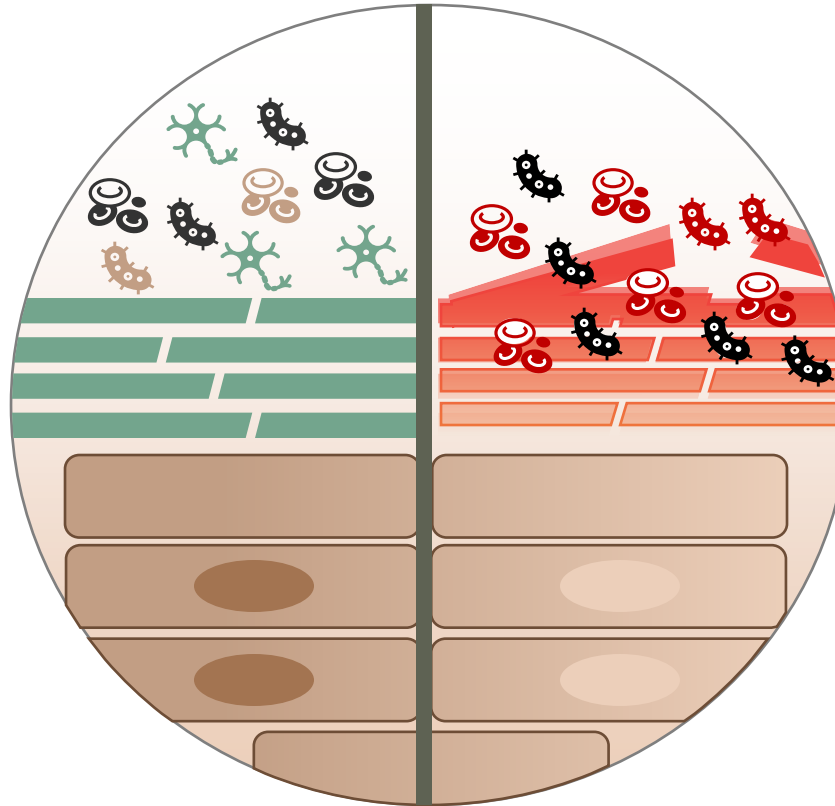
Scalp & skin microbiome affect the skin barrier

Balanced Microbiome



PRESERVED SKIN BARRIER

- The scalp & skin microbiome contain a diverse ecosystem of bacteria, fungi, viruses, & other microorganisms
- The balance of these microbes is key to modulate the skin's immune response & maintain the integrity of the skin barrier



Imbalanced Microbiome



DISRUPTED SKIN BARRIER

- An imbalance (dysbiosis) can lead to overgrowth of pathogenic species, triggering inflammatory responses
- Altered skin barrier increases vulnerability to irritants & allergens
- Further reduced microbial diversity leads to inflammation, flare-ups & itching or other skin & scalp conditions

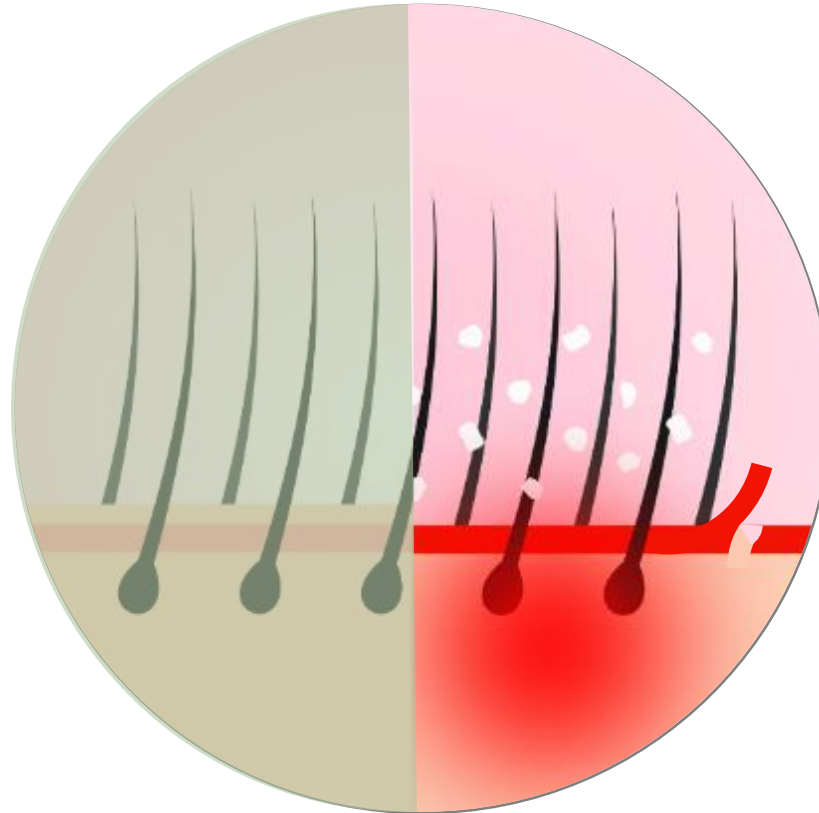
Imbalanced skin microbiome leads to scalp & skin conditions

Balanced Microbiome

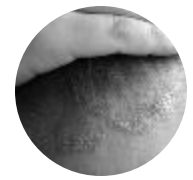


HEALTHY SKIN & HAIR

- **A unique microbial environment** due to hair follicles & glands an optimal environment for certain microorganisms
- **A balanced skin microbiome** leads to a healthy scalp & skin
- **Regulation of the skin barrier**, maintains skin hydration, modulates immune responses, resulting in a healthy scalp & skin free of itchiness & flaking



Imbalanced Microbiome



SKIN CONDITIONS

- ***Seborrheic dermatitis*** commonly known as cradle cap & dandruff associated with overgrowth of *Malassezia* yeast & over-production of skin cells & oils
- ***Atopic dermatitis***, or eczema is linked to an overgrowth of *Staphylococcus aureus* & reduced diversity of the skin microbiota
- ***Psoriasis*** due to an altered microbiome with a reduction in *Corynebacterium* species & an increase in *Streptococcus* & *Propionibacterium*

Yobee Business Model & Operations

YOBEE CARE

Key Milestones

●	JUNE 2018	Yobee Care Inc.
●	SEPT 2018	Seed Investment Northwestern N.XT fund
●	OCT 2018	Probyome™ finalization
●	DEC 2020	Northwestern University Exclusive Licensing Agreement
●	JULY 2021	Patent granted: US Patent No.11,103,544
●	JULY 2021	Clinical Trial published in peer- reviewed Journal
●	JUNE 2022	Pre-seed funding complete
●	FALL 2022	Manufacturing pipeline initiated
●	MAY 2023	First Product Soft Launch
●	JUN/ OCT 2023	Products on <i>AMZ/ Pediatric clinical study</i> published
●	DEC 2023	Full Product Launch
●	JAN 2024	Qral Investment

Yobee's seeding channels are Chicago-based

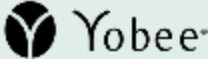



































Yobee has partnered with Chicago based:

- Spas
- Salons
- Physician offices (Pediatric, Allergy, & Dermatology offices)
- Wellness centers (pediatric & adult)
- Chamber of Commerce



Probiotic Hairlines

	RESTORING SCALP/HAIR BALANCE	KERASTASE Spécifique Haircare	ONGARO Probiotic Shampoo	TELA BEAUTY Probiotic Hair Mask	THE NUE CO Probiotic Haircare
					
Natural Ingredients					
Microbiome Friendly					
Safe for all Ages					
Free of Zinc, Salicylic Acid, Coal Tar					
Clinically Proven					
Physician formulated					

Global Search for a Solution

	RESTORING SCALP/HAIR BALANCE	SALON BRANDS	"FREE" FROM CLAIMS	ANTI-FUNGALS
				
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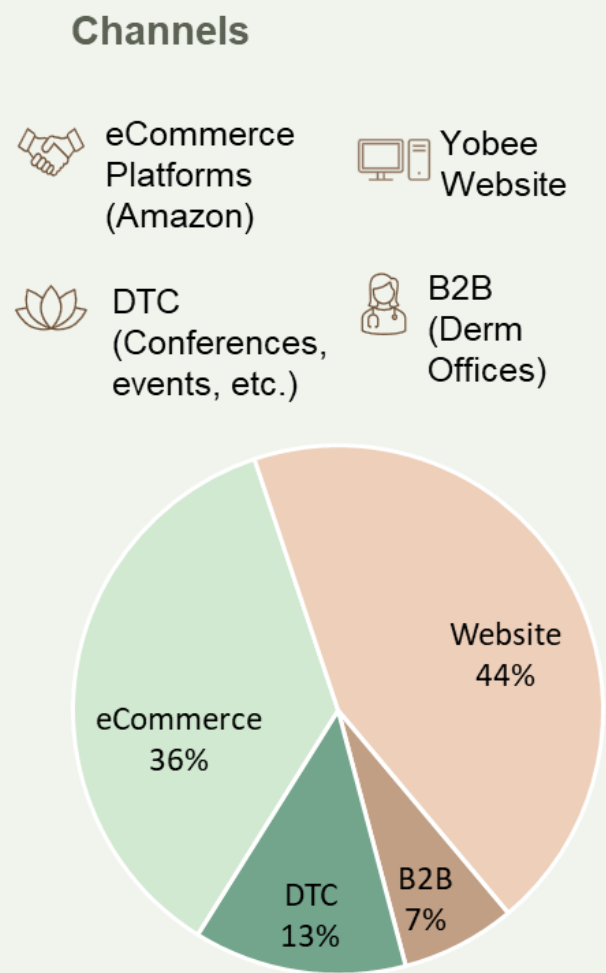


Competitive analysis

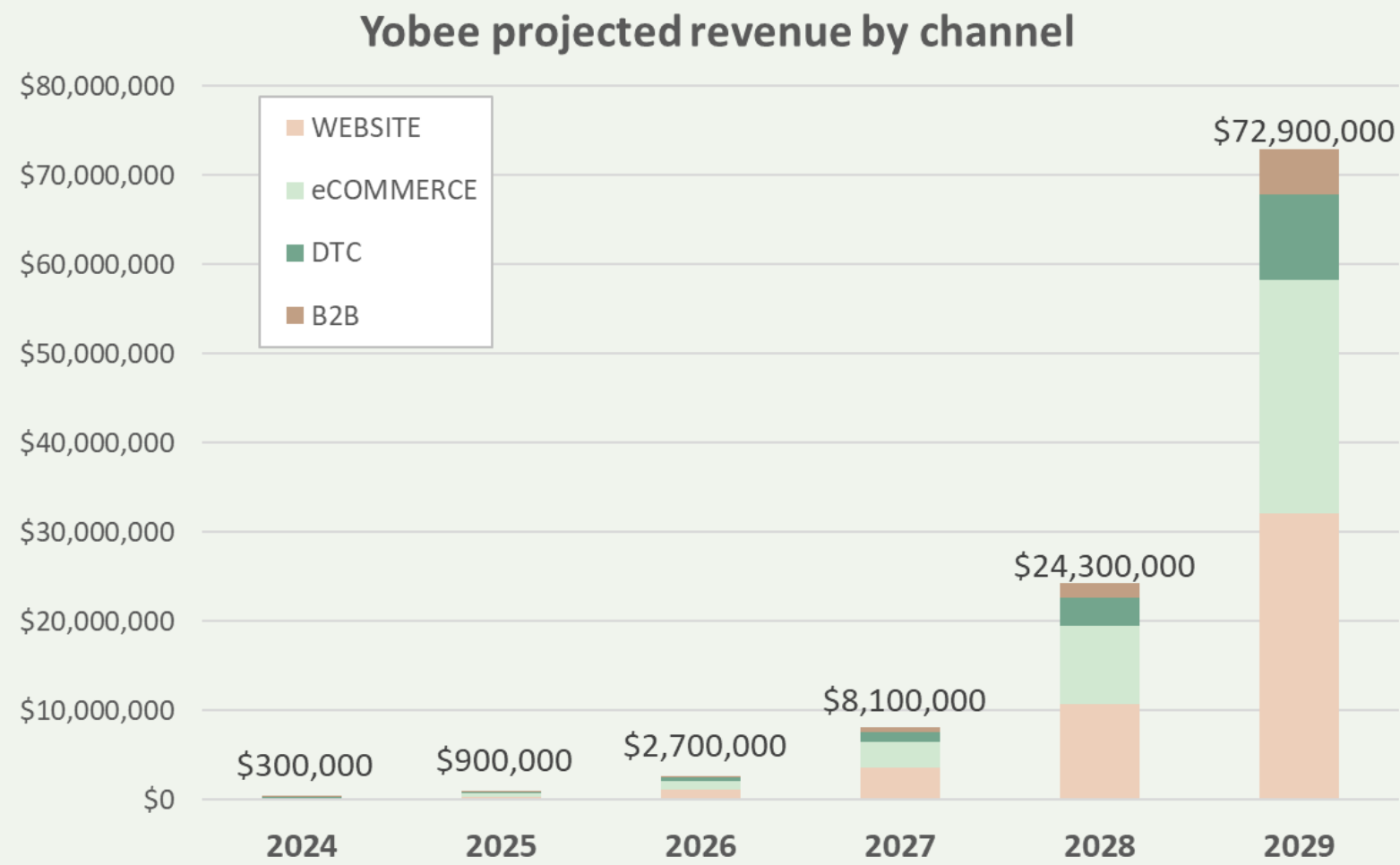
				
Natural ingredients				
Microbiome friendly				
Safe for all ages				
Free of zinc, salicylic acid, coal tar				
Physician formulated				
Clinically proven				



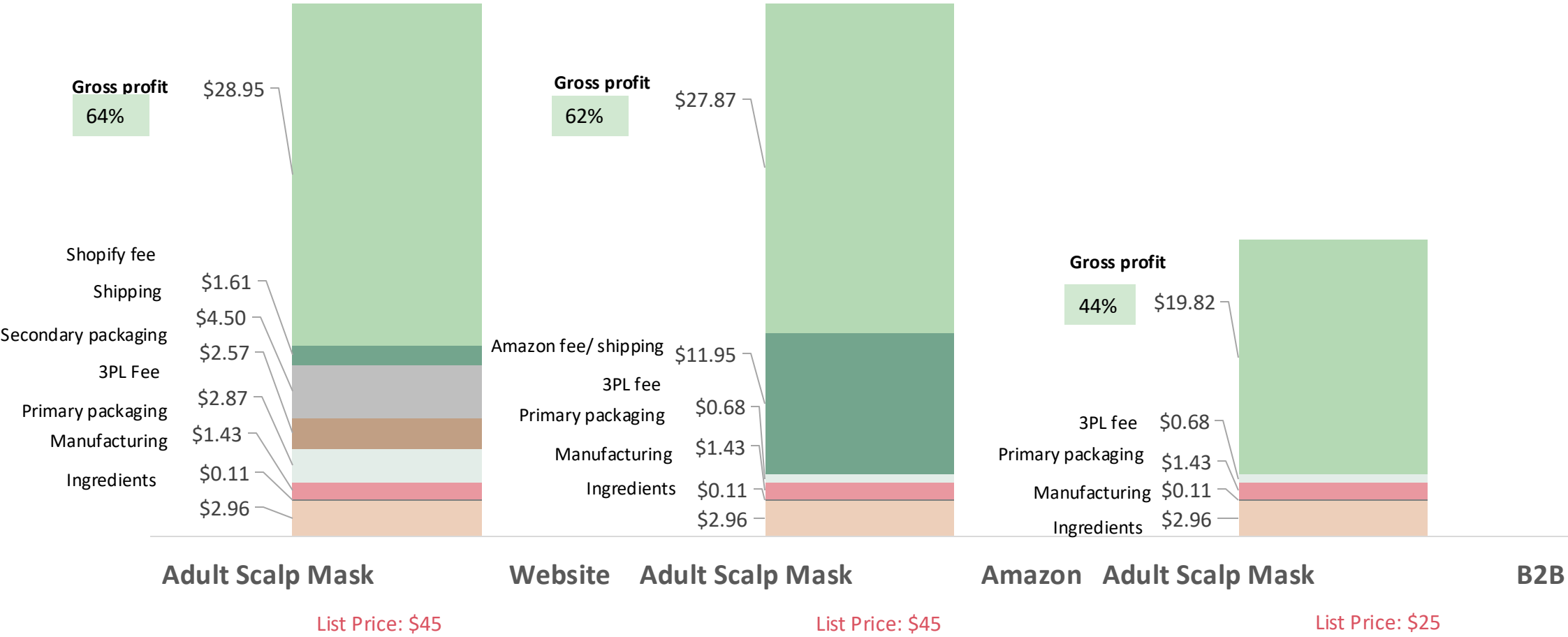
Financial projections across different channels (US)



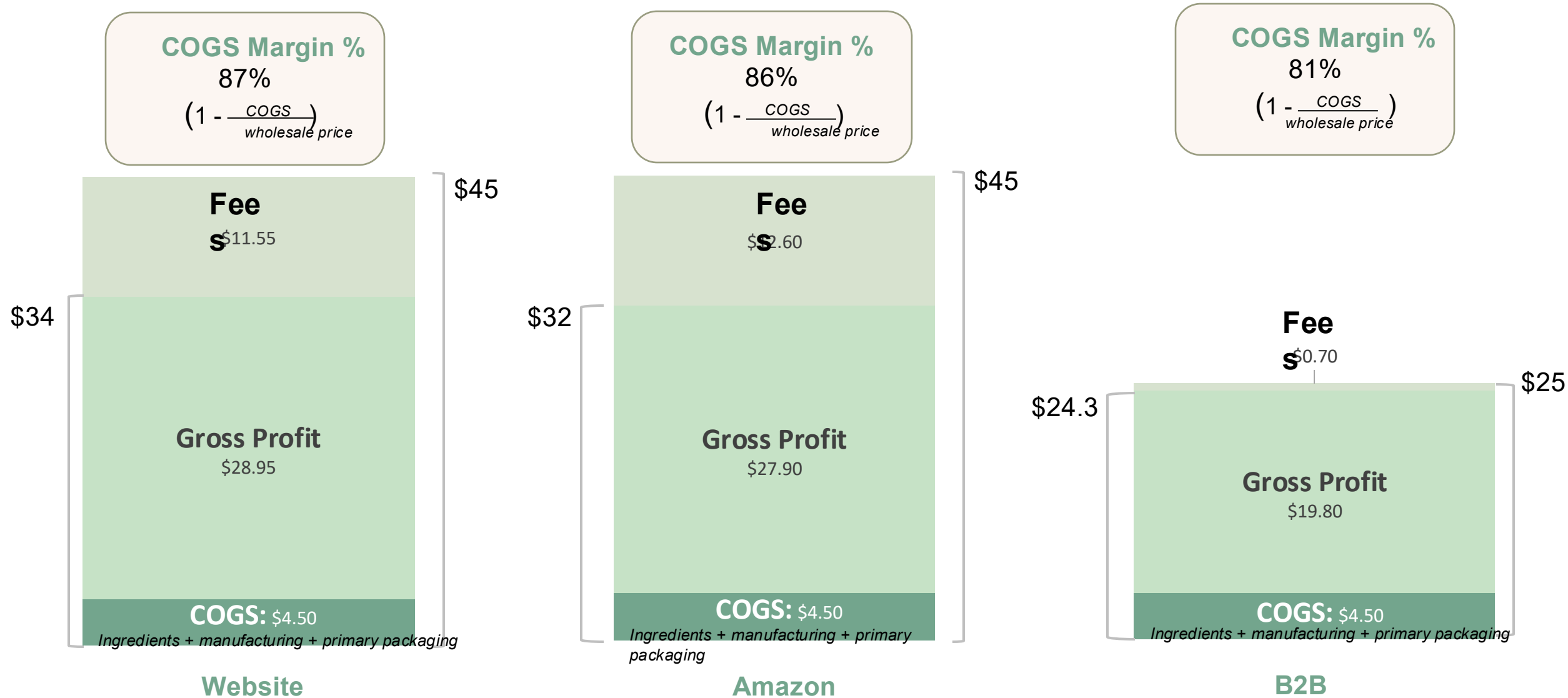
We are currently exploring brick & mortar retailer partnerships



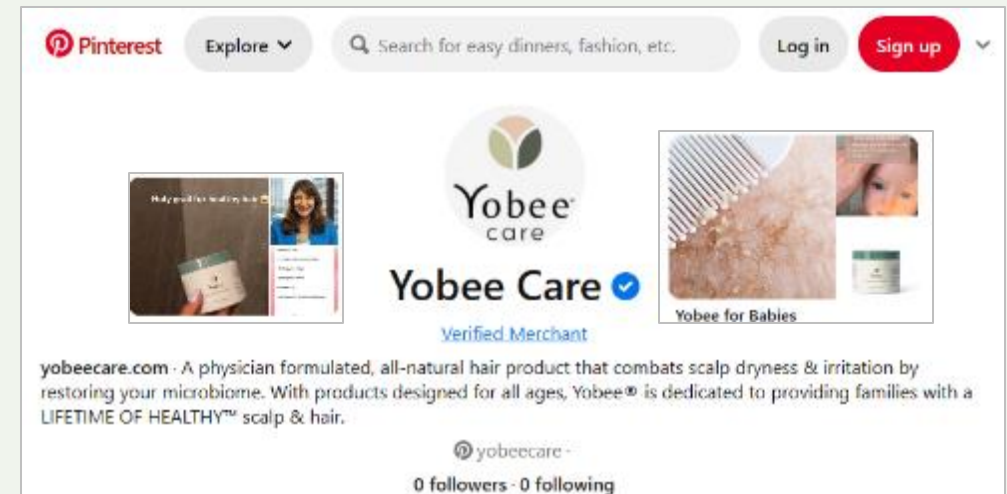
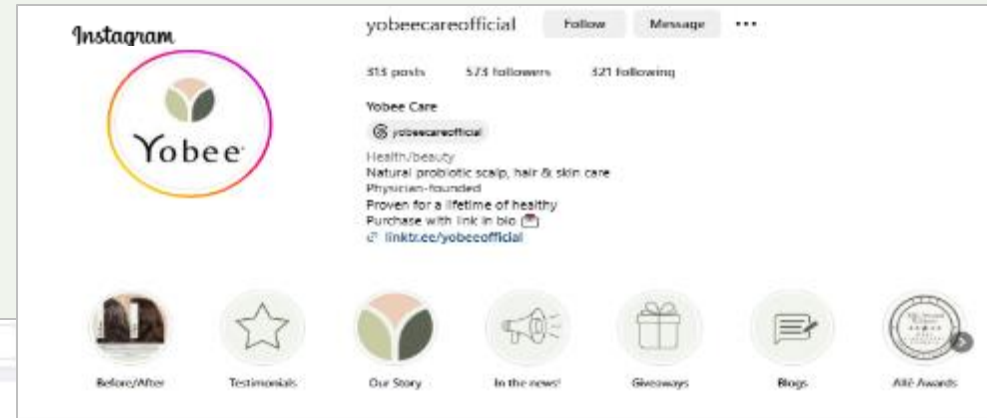
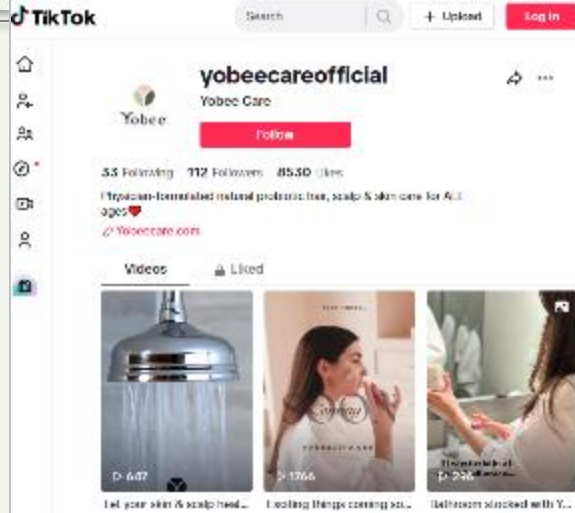
Unit economics: ScalpMask



Adult scalp mask pricing & cost breakdown across channels



Yobee Marketing & Education



Why now?

Trend amongst consumers, especially GENZ for natural products supported by science!

Formulating on Trend: Microbiome-conscious Skin Care

Mar 24th, 2022 | By [Laura Lam-Phaure](#) | From [Cosmetics & Toiletries](#)

GLAMOUR

[Entertainment](#) [Wellness](#) [Awards](#) [Shopping](#) [Video](#) [Discount Codes](#) [Glamour Beauty Club](#)

SKIN

Microbiome is the latest buzzword in skincare, but what on earth is it, and how can it give us clearer, healthier skin?

Healthier skin, here we come.

BRAND REPORT

The Scalp Microbiome Isn't A Well-Studied Area. K18 And HelloBiome Are Partnering To Change That.

K18 and HelloBiome have struck a multiyear partnership to unlock secrets of the scalp microbiome with the goal of creating scalp and haircare products and services effective for it. The...

SKIN • PART OF [Your Guide to a Healthy Skin Barrier](#)

Beyond the Gut: Here's Why Everyone in Skincare Is Talking About the Microbiome

Written by [Tanya Kim](#) • UPDATED ON 02/21/22
Medically reviewed by [DNYKA DUCHALA, MD](#) / BOARD-CERTIFIED DERMATOLOGIST
Fact checked by [BRIKA HARRWOOD](#)

BEAUTY TECH

HelloBiome Launches To Help Companies Gain Insights Into The Skin Microbiome To Make Products Effective For It

Did you know that people with similar dry patches can have vastly different skin microbiomes? That's among the insights HelloBiome, an AI-powered microbiome assessment and data platform by the people...

VOGUE

Meet the Founder • [Clamille Glavin, CEO and Founder of Topicals](#) JOIN VOGUE CLUB •

SKIN

Why You Need to Start Paying Attention to Your Skin Microbiome—Especially Now

How to use our innovative ScalpMask™

A face mask for your scalp

Massage into scalp

Let it set for 5 minutes

Rinse out

The ScalpMask™ can be used as your only hair-care product, or with a shampoo &/or conditioner.



Compositions of matter & method
patents for topical treatment for scalp
&/or hair conditions, including those
that suffer from dry scalp,
dandruff, psoriasis, cradle cap,
seborrheic, dermatitis, eczema, &
combinations

A61K36/9058 (US); A61K47/561 (US); A61P11/06 (EP)

Pending Patents

Methods and compositions for preventing atopic march and treating skin conditions

Abstract

Provided herein are methods and compositions for preventing atopic march and treating a skin condition.

Classifications

■ **A61K35/744** Lactic acid bacteria, e.g. enterococci, pediococci, lactococci, streptococci or leuconostocs

[View 7 more classifications](#)

US20230050868A1

United States

[Find Prior Art](#) [Similar](#)

Inventor: [Tarun Jain](#)

Current Assignee: Yobee Care Inc



US 20210386803A1

(19) **United States**

(12) **Patent Application Publication**
Gupta et al.

(10) **Pub. No.: US 2021/0386803 A1**
(43) **Pub. Date: Dec. 16, 2021**

(54) **VEHICLES FOR APPLYING BACTERIA TO SKIN, SCALP, AND HAIR**

(71) Applicants: **Ann and Robert H. Lurie Children's Hospital of Chicago, Chicago, IL (US); Yobee Care, Inc., Chicago, IL (US)**

(72) Inventors: **Ruchi Gupta, Chicago, IL (US); Tarun Jain, Chicago, IL (US)**

(21) Appl. No.: 17/461,347

(22) Filed: **Aug. 30, 2021**

Related U.S. Application Data

(63) Continuation-in-part of application No. 16/474,950, filed on Jun. 28, 2019, now Pat. No. 11,103,544, filed as application No. PCT/US2017/068765 on Dec. 28, 2017.

(60) Provisional application No. 62/440,797, filed on Dec. 30, 2016.

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A61K 36/9066 (2006.01)
A61K 45/06 (2006.01)
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A61P 17/00 (2006.01)

(52) **U.S. Cl.**

CPC **A61K 35/747** (2013.01); **A61K 9/0014** (2013.01); **A61K 47/46** (2013.01); **A61K 31/714** (2013.01); **A61P 17/00** (2018.01); **A61K 45/06** (2013.01); **A61K 47/44** (2013.01); **A61K 47/10** (2013.01); **A61K 36/9066** (2013.01)

(57)

ABSTRACT

Disclosed are methods and topical compositions for applying bacteria to skin, scalp and hair. The topical compositions include bacteria in a suitable base vehicle comprising honey for applying the bacteria to skin, scalp and hair. The base vehicle may include additional components such as, but not limited to, plant-based products, micro-nutrients, emollients and plant-sourced emulsifiers, and anti-oxidants, among other components. The topical compositions may be utilized in methods for treating and/or preventing skin, scalp, and hair conditions such as, but not limited to, dry skin, dry scalp, dandruff, psoriasis, cradle cap, seborrheic dermatitis, and/or eczema.

23 events ⓘ

aimed from US202063013684P

in filed by Yobee Care Inc

US17/938,393

to YOBEE CARE, INC. ⓘ

in of US20230050868A1



Yobee social media education

Strategic Collaborations: Yobee is looking to continue partnerships with trusted physicians, scientists, & wellness influencers to bring the power of the skin and scalp microbiome to a broader audience



Yobee Cares



How we are unique

1



PROBYOME™ BLEND

Natural / anti-inflammatory ingredients & key bacteria to restore microbiome

2



PATENTED TECHNOLOGY

US Patent No. 11,103,544

3



OUR SCIENCE

Two clinical trials showed Probyome™ to be safe & effective

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