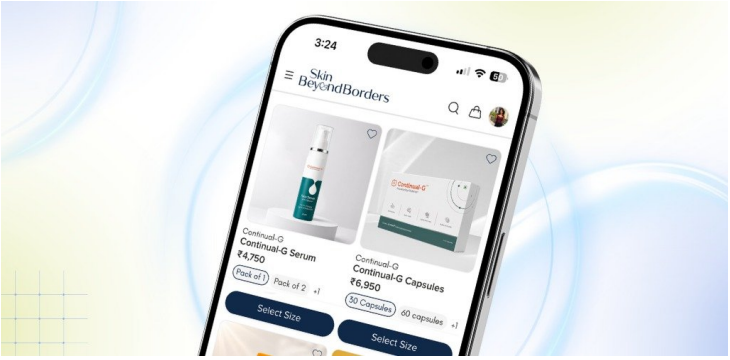
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India's first audited skincare intelligence platform goes live

24 August 2026 | News

Skin Beyond Borders is India's first audited skincare marketplace



Skin Beyond Borders (SkinBB) has announced the public launch of India's first independently audited, dermatologist-driven skincare ecosystem and marketplace. This integrated Skin Intelligence Ecosystem combines AI-powered technology,

dermatologist-led expertise, and scientific product curation to help consumers make informed skincare decisions based on evidence rather than trends.

Built specifically for Indian skin, climate, and consumer needs, the platform combines multiple proprietary technologies into a single ecosystem designed to simplify skincare while improving confidence in every decision.

Most skincare marketplaces list what brands submit. Claims like "dermatologist-tested" or "clinically proven" accompany the product to the point of sale, leaving the consumer without a way to verify them. The marketplace itself has had no mechanism either. SkinBB inverts that sequence.

Every product listed on the platform is reviewed through its independent Product Review and Advisory Council (PRAC) before it becomes available. The council evaluates products for ingredient safety, label compliance, and claim integrity. Only products that meet the standard are listed.

VyBIE, SkinBB's Living Skin Intelligence engine, combines an individual's skin profile with hyperlocal environmental conditions, including UV radiation, air quality, temperature, and humidity, to generate contextual skincare guidance. VyBIE provides tailored skincare insights based on users' locations and environmental factors, translating complex data into practical guidance.

Supporting this experience is the Skin Friendliness Index (SFI), a proprietary model for environmental skin health score that integrates UV exposure, air quality, temperature, and humidity into a single indicator reflecting how favourable the surrounding environment is for skin health.

The platform also features LabelLooker, SkinBB's ingredient analyser, which helps consumers understand product ingredients, their functions, and whether they are suitable for their individual skin profile. Complementing this is Ingredipedia, the platform's scientific ingredient database, co-developed with VES College of Pharmacy (VESCOP), Mumbai, providing evidence-based information to encourage informed product choices.

SkinBB further strengthens credibility through a Verified Dermatologist Network, where dermatologists are verified against the National Medical Commission (NMC) registry and their credentials are displayed transparently.