

OM Botanical Highlights Growing Concerns Over Skin Microbiome Damage from Conventional Skincare

Emerging Research Suggests Harsh Cleansers, Synthetic Fragrances, and Over-Processed Ingredients May Be Disrupting the Skin's Natural Ecosystem

RALEIGH, NC, UNITED STATES, June 15, 2026 /EINPresswire.com/ -- For decades, skincare marketing has focused on eliminating oil, killing bacteria, deep-cleaning pores, and stripping away impurities. But a growing body of scientific research is challenging these long-held assumptions, suggesting that many conventional skincare practices may be doing more harm than good.

OM Botanical, a leader in plant-based, [microbiome-friendly skincare](#), is highlighting growing concerns among dermatologists, researchers, and ingredient-conscious consumers regarding the unintended effects of conventional skincare products on the [skin microbiome](#).



The company believes that understanding and protecting the skin's microbial ecosystem may represent one of the most important advancements in skincare science in the past century.

"The future of skincare isn't about fighting the skin," says OM Botanical. "It's about supporting the skin's natural intelligence and preserving the beneficial microbial communities that help keep it healthy."

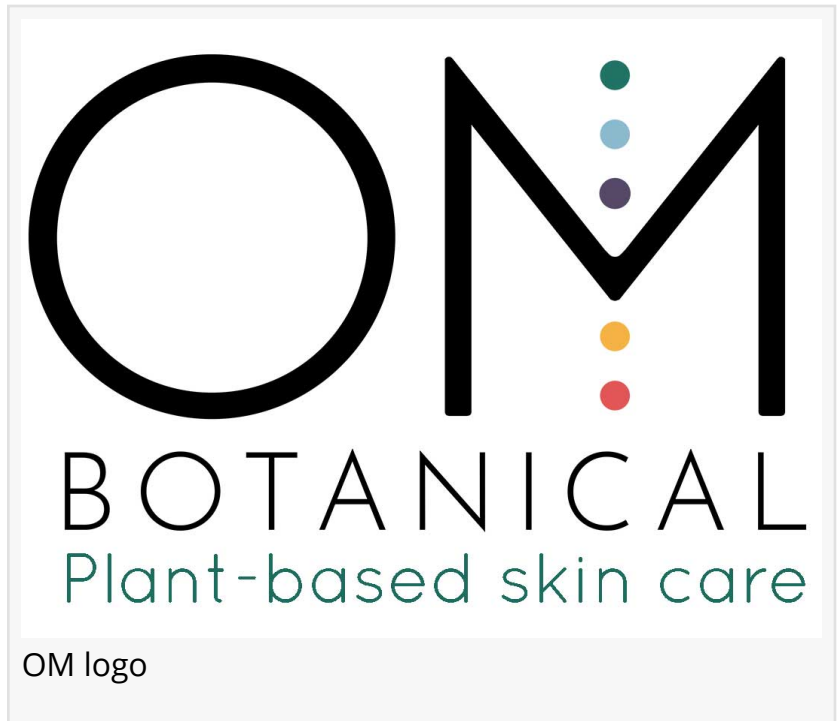
The Hidden Ecosystem Living on Your Skin

Most consumers are familiar with the concept of gut health and the importance of beneficial bacteria in digestion and immunity.

What many people don't realize is that the skin hosts its own vast and highly sophisticated microbial ecosystem.

The skin microbiome consists of billions of microorganisms, including bacteria, fungi, viruses, and other microbes that coexist on the skin's surface.

Far from being harmful, many of these organisms play essential roles in maintaining skin health.



Researchers have found that beneficial microbes help:

- Maintain skin barrier integrity
- Support hydration
- Regulate inflammation
- Defend against pathogens
- Influence immune responses
- Maintain optimal skin pH
- Reduce sensitivity
- Promote wound healing

Scientists increasingly describe the skin microbiome as a critical component of skin health rather than merely a collection of microorganisms living on the skin.

"When the microbiome is healthy and diverse, the skin functions more effectively," explains OM Botanical. "When that ecosystem becomes disrupted, the consequences can often be seen and felt."

The Rise of Skin Dysbiosis

Researchers use the term "dysbiosis" to describe an imbalance within a microbial ecosystem. While dysbiosis has been widely studied in the gut, scientists are increasingly investigating its role in skin conditions.

Emerging evidence suggests that microbiome disruption may contribute to:

- Sensitive skin

- Dryness
- Rosacea
- Eczema
- Acne
- Chronic inflammation
- Premature aging
- Barrier dysfunction
- Increased susceptibility to environmental stressors

Although skin conditions are often multifactorial, researchers increasingly recognize that microbial imbalance may be an important piece of the puzzle.

The challenge, according to OM Botanical, is that many conventional skincare products were developed long before scientists understood the importance of the skin microbiome.

The Problem with "Stripping" the Skin

For years, consumers were encouraged to believe that squeaky-clean skin was healthy skin. Many conventional cleansers rely on aggressive surfactants designed to remove oil, dirt, and debris quickly and efficiently.

While effective at cleansing, some harsh cleansing agents may also remove beneficial lipids and disturb the skin's microbial environment.

Consumers often experience this disruption as:

- Tightness after cleansing
- Redness
- Flaking
- Increased sensitivity
- Reactive skin
- Compromised moisture retention

Ironically, over-cleansing can sometimes trigger increased oil production as the skin attempts to compensate for lost moisture.

"Many people think they need stronger products when their skin becomes irritated," says OM Botanical. "In reality, they may need gentler products that support recovery."

How Synthetic Fragrances May Affect Skin Health

Fragrance remains one of the most common causes of cosmetic-related skin irritation worldwide.

While fragrance ingredients create pleasant sensory experiences, they may also contribute to skin sensitivity in susceptible individuals.

Many fragrance formulations contain dozens or even hundreds of individual compounds.

Although not all fragrances are problematic, dermatologists frequently recommend fragrance-free or low-fragrance products for individuals experiencing sensitivity, rosacea, eczema, or barrier impairment.

OM Botanical formulates its products with minimalistic ingredient philosophies and emphasizes plant-based ingredients selected for both performance and compatibility with sensitive skin.

Preservatives, Processing, and Microbiome Impact

Another area receiving increased scientific attention is the potential impact of certain preservatives and highly processed ingredients on microbial balance.

Preservation remains essential for product safety and consumer protection. Without effective preservation, harmful microorganisms can contaminate cosmetic products.

However, researchers are exploring how different preservation systems interact with the skin ecosystem.

OM Botanical has embraced naturally derived fermentation technologies and microbiome-conscious formulation strategies designed to maintain product safety while respecting the skin's natural environment.

The company believes the future of skincare lies not in eliminating microorganisms but in supporting healthy microbial diversity.

The Skin Barrier: The Body's First Line of Defense

The skin barrier and skin microbiome are deeply interconnected.

The skin barrier consists of lipids, proteins, and cellular structures that help retain moisture and protect against environmental stressors.

When the barrier is compromised, several problems may occur:

- Increased water loss
- Greater sensitivity
- Irritation
- Inflammation
- Environmental damage
- Reduced resilience

Research increasingly suggests that microbiome disruption and barrier dysfunction often occur together.

A damaged barrier can alter microbial balance, while microbial imbalance can contribute to barrier impairment.

This creates a cycle that can become difficult to break.

Why Consumers Are Seeing More Sensitive Skin Than Ever

Dermatologists report increasing numbers of consumers struggling with sensitive, reactive skin. Several factors may be contributing:

- Over-exfoliation
- Excessive cleansing
- Environmental pollution
- Chronic stress
- Complex multi-step skincare routines
- Exposure to harsh ingredients
- Frequent use of highly active products

In many cases, consumers unknowingly layer numerous products containing acids, retinoids, exfoliants, fragrances, and detergents.

While each ingredient may provide benefits individually, the cumulative effect can overwhelm the skin's natural protective systems.

OM Botanical believes this trend has created what some experts refer to as a "skin barrier crisis."

A Different Approach: Working With the Skin Instead of Against It

OM Botanical's formulation philosophy is built around a simple premise:

Healthy skin already knows how to function.

The goal of skincare should be to support those natural processes rather than constantly overriding them.

The company's products incorporate ingredients known for their compatibility with sensitive skin and microbiome-conscious formulations, including:

- Organic aloe vera
- Gotu kola
- Neem
- Cucumber
- Microalgae
- Fermented botanical ingredients
- Cold-pressed plant oils
- Plant-derived antioxidants
- Botanical humectants

These ingredients are selected not only for their skincare benefits but also for their ability to support overall skin balance.

Ancient Wisdom Meets Modern Science

Long before scientists discovered the microbiome, traditional healing systems such as Ayurveda emphasized balance rather than aggressive intervention.

Many botanical ingredients used for centuries in [Ayurvedic skincare](#) are now being studied for their ability to support barrier function, reduce irritation, and promote skin resilience. OM Botanical combines these traditional principles with contemporary research in skin biology, microbiology, and cosmetic science. The result is a product line designed to nourish the skin while respecting its natural ecosystem.

The Future of Skincare May Be Microbiome-Friendly

Industry experts increasingly predict that microbiome-focused skincare will become one of the defining trends of the next decade.

As scientific understanding advances, consumers are beginning to ask new questions:

Does this product support the skin barrier?

Will it disrupt beneficial microbes?

How does it affect long-term skin health?

These questions reflect a broader shift away from short-term cosmetic fixes and toward sustainable skin wellness.

OM Botanical believes that future skincare innovation will focus less on controlling the skin and more on supporting its natural biological systems.

Educating Consumers About Microbiome Health

The company hopes to encourage greater public awareness regarding the relationship between skincare products and microbial health.

While consumers cannot see their skin microbiome, its effects are often visible through the appearance and resilience of their skin.

Understanding that healthy skin depends on more than hydration alone may help consumers make more informed choices about the products they use every day.

"The microbiome is not a trend," says OM Botanical. "It is a fundamental part of skin biology. As research continues to evolve, we believe skincare companies have a responsibility to formulate products that respect and support the skin's natural ecosystem."

About OM Botanical

OM Botanical is a plant-based skincare and hair care company dedicated to creating microbiome-friendly formulations using organic botanicals, Ayurvedic herbs, fermented ingredients, cold-pressed oils, and sustainable manufacturing practices. The company's products are designed to support healthy skin, strengthen the skin barrier, and promote long-term skin wellness without compromising performance. for more information visit

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