

Université Toulouse III Paul Sabatier Faculté des Sciences Pharmaceutique

ACADEMIC YEAR 2015-2016

THESE
POUR LE DIPLOME D'ETAT DE DOCTEUR EN PHARMACIE

THESE 2016/TOU3/2119

FROM THE SKIN TO THE CUTANEOUS MICROBIOTA. AND HOW CAN
DERMOCOSMETIC BRANDS ADAPT THEIR COMMUNICATION TO RECRUIT
MILLENNIAL CONSUMERS ?

AUTHOR

Paul FORNASIER

Under the supervision of **CHRISTINE ROQUES**
CATHERINE JEAN DECOSTER
Mme HADDIOUT

12. 15. 2016