



PRESS RELEASE | PORCHEVILLE, FRANCE – March 14, 2024

GENEVOLUTION launched a new in vitro DPRA test under GLP to Enhance Consumer Safety

GENEVOLUTION, a leader in the field of product safety research and development, is proud to announce the launch of its new in vitro Direct Peptide Reactivity Assay (DPRA) for assessing skin sensitization. This breakthrough marks a significant advancement in our commitment to alternative methods to ensure product safety for consumers.

The DPRA test, a cutting-edge evaluation system, is designed to mimic the biochemical mechanisms of human skin and accurately predict the sensitizing potential of chemical substances. The DPRA is a chemical assay that measures the reactivity of small molecules with peptides containing cysteine or lysine residues, mimicking the biochemical processes that occur when haptens form in the skin. By measuring the reactivity of small molecules with model peptides, our DPRA test offers manufacturers in the cosmetic, pharmaceutical, and broader chemical industries a reliable and ethical method to assess the safety of their products.

Our DPRA test is in line with current international regulations, including recommendations from the Organization for Economic Co-operation and Development (OECD) for the use of alternative methods to animal testing. The implementation of this innovative test reflects our commitment to responsible scientific progress and the continuous improvement of consumer safety standards.

By adopting the DPRA, GENEVOLUTION underscores its leadership in the industry and its determination to meet the growing consumer demands for animal-friendly tested products. We are confident that this technology not only enhances consumer trust but also establishes a new benchmark in the industry for preclinical safety assessments.

This test is sometimes used in combination with other test in an integrated testing strategy (ITS) to improve the prediction of the sensitization potential of substances. GENEVOLUTION is the official distributor in France of SENZAGEN for the GARD™skin (Genomic Allergen Rapid Detection) using a genomic analysis that measures the expression of specific genes associated with the allergic response in a human monocyte cell line to predict skin sensitization.

“Our commitment to responsible innovation and consumer safety has led us to develop the DPRA test, a major advancement in our mission to provide animal-friendly alternative methods to ensure product safety. We are proud to offer this technology that enhances consumer trust and sets a new standard in product safety assessment.”, says Isabelle Mouche, co-founder and CEO of GENEVOLUTION.

For more information about our DPRA test and how it can transform your product safety evaluation process, please contact Isabelle Mouche at isabelle.mouche@genevolution.fr or visit our website at www.genevolution.fr.

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Laboratories: Seqens'Lab campus Building 1, 2-8 rue de Rouen, ZI de Limay-Porcheville, 78440 Porcheville, France



About GENEVOLUTION:

GenEvolution is an expert CRO dedicated to In-Vitro Genetic toxicology and toxicology expertise using new Human cell models combined to advanced analytical technologies to anticipate tomorrow challenges and predict the risk of cancer. Hosted within the Seqens'Lab, GenEvolution offers a broad portfolio of GLP compliance in-vitro toxicity and genotoxicity test for the pharmaceutical, cosmetic, medical device and food industry. The mission of GenEvolution is to contribute to a safer world by providing our customers with innovative and high-quality laboratory, research and advisory services whilst creating opportunities for our employees and generating sustainable value to further enhanced innovation. Driven by an entrepreneurial and innovative spirit, our employees are committed to providing our customers with the highest level of service and quality.

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