



Media Release

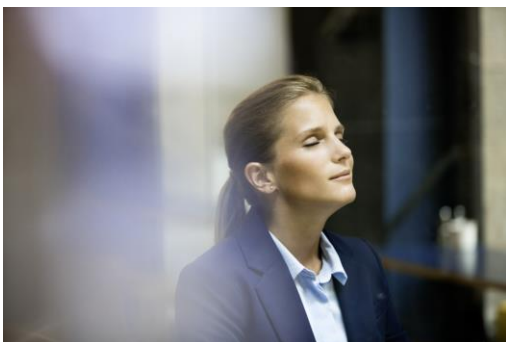
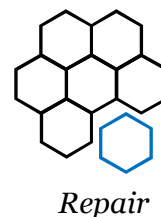
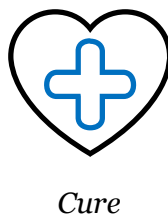
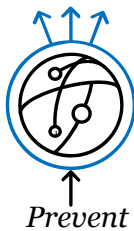
Argenteuil, May 2nd 2017

Givaudan Active Beauty brings advanced solutions to prepare the future of antipollution products during NY Suppliers Days

Antipollution is a complex and challenging topic for the cosmetic industry as pollution is a multi-faceted enemy: fine particles, UV, Ozone, Aromatic/Sulfur compounds, heavy metals and reactive oxygen species (ROS) can all cause different damages on the skin and on the hair. As a consequence, specific beauty solutions are needed to ensure to the consumers highly-efficient products, protecting them from any of these external threats.



Givaudan Active Beauty presents today a new way of considering pollution control, by offering the opportunity to include an anti-pollution activity at each step of the daily beauty routine. Active Beauty experts' recommend to prevent, cure and repair the damages of pollution on the skin and on the hair, exactly as people are already used to protect themselves from the sun.



Consumers will be able to anticipate the harmful effects of pollution thanks to preventive active ingredients such as Depollutine®, ResistHyal™ (dedicated to hair care), Unicon-trozon™ C-49, Unimer U-1946 and Inoveol® OLEU. Then, to cure actively the skin from the exposure to pollution, active ingredients like Neurophroline™, Nyamplung oil and Uvaxine™ will definitely contribute to preserve a uniform and radiant skin complexion. Finally, to repair and soothe skin damaged by a pollution exposure, a selection of dedicated actives such as Unirepair® T-43, Brightenyl™, Megassane® will perfectly complete & finalise the care.

Ophélie Bourgon, Technical & Marketing Support Manager, said: "The key success factor for cosmetic brands is to keep a high level of flexibility and agility to bring fast solutions answering their consumers' needs. We will launch during NY Suppliers day a full catalogue of actives targeting pollution, with new tests against aromatic compounds, diesel particles and ozone. Thanks to Givaudan's expertise, brand managers will get the opportunity to be inspired to craft new types of products with multi-functional benefits around antipollution, which is a huge expectation from the consumers worldwide."



To find out more about our products dedicated for anti-pollution, we will be delighted to welcome you at Suppliers' Day in New York, Stand 407.

About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops tastes and scents that delight consumers the world over. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating flavours and fragrances that 'engage your senses'. The Company achieved sales of CHF 4.7 billion in 2016. Headquartered in Switzerland with local presence in over 95 locations, the Company has more than 10,000 employees worldwide. Givaudan invites you to discover more at www.givaudan.com.

About Givaudan Active Beauty

Givaudan Active Beauty offers an extensive portfolio of innovative active cosmetic ingredients designed to bring beauty to the world. Inspired by the beauty needs of consumers worldwide, Active Beauty offers award-winning products for an expanded range of benefits including anti-ageing, self-tanning, soothing, hydrating, cooling, and more. Our cutting-edge technologies draw on science and nature to create high-performing molecules and functional agents, including customised carrier systems. Part of the Fragrance Division, Active Beauty leads the market in crafting innovative products supported by our strong expertise in advanced and applied sciences. We invite you to 'engage your senses' and learn more about Active Beauty at www.givaudan.com/activebeauty.

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