

Trade media release

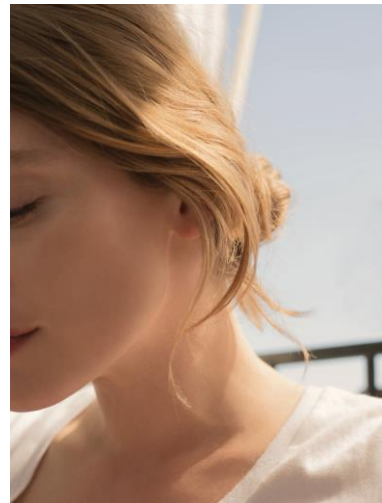
Argenteuil, 15 February 2023

Givaudan Active Beauty uncovers Gravityl™, the anti-gravity face care ingredient

A 100% natural ingredient giving your skin a lift by improving jawline and reducing double-chin

Givaudan Active Beauty defies the effects of gravity on ageing skin with the launch of Gravityl™, a 100% natural ingredient with a powerful lifting benefit and proven efficacy on face contour. Crafted by marine biotechnology from a red macro alga, this new active ingredient is the ideal ally to fight visible signs of ageing by reducing skin sagging and double-chin volume.

With the skin ageing process, loss of firmness and elasticity is inevitable. When the skin gets older, gravity plays its role and significantly contributes to many signs of ageing, especially on the lower part of the face. According to our CMI study, 54%¹ of female and male consumers globally develop sagging skin, double chin or loss of face contour. Most of them also consider their jawline structure important but have never had nor would have surgery to deal with it. To respond to this relevant cosmetic need, the Active Beauty team looked for the best solution to relaunch the production of key structural constituents of the skin, while fighting against the effects of gravity, thereby exploring an exciting and promising way to reinvent well-ageing!



Mathias Fleury, Head of Category – Actives for Active Beauty: “Thanks to an exclusive multi-step and eco-friendly process, we have crafted an enriched extract of *Gigartina stellata*, able to relaunch key processes linked to the extracellular matrix and elastic fibre protection, and reorganising fibres in the dermis. Its specific mode of action and spectacular performance make Gravityl™ the ideal ally to fight against visible signs of ageing, skin sagging and double-chin, bringing back suppleness to the face, with a demonstrated 30-year rejuvenation of the skin’s biomechanical properties.”

¹ Givaudan Active Beauty CMI study, Gravityl™ – December 2022 – 10 countries – 4100 consumers



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Two clinical tests versus placebo, on a total of 84 volunteers², established that Gravityl™ is able to relaunch the production of collagen fibres in mature skin and to increase collagen content by 3.4 times³ while improving firmness and elasticity by up to 7 times⁴ versus placebo. This new active ingredient also offers a significant lifting effect as it drastically reduces double-chin volume in just one month (by more than 27 mm³), visibly reshaping and reinforcing the structure of facial skin.



Would you like to give it a try? We have specially formulated an inspiring concept featuring Gravityl™, S3D® Jawline Reshaper. This 4-in-1 firming cream is empowered by two additional potent cosmetic ingredients known for their well-ageing efficacy, Agefinity™ and Acerola LG to boost skin elasticity, regenerate cells, reorganise collagen and provide antioxidant benefits.

To learn more about our new ingredient, we invite you to visit us at our booth (5I36) during PCHI taking place in Guangzhou (China) from 15-17 February, 2023 or to connect to uxbeauty.givaudan.com, our digital platform dedicated to cosmetic ingredients.

About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances, and develop beauty and wellbeing solutions that make people look and feel good. In 2022, Givaudan employed almost 16,700 people worldwide and achieved CHF 7.1 billion in sales with a free cash flow of 6.7%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at www.givaudan.com.

² Women from 35 to 75 years old

³ Gravityl™ at 1% at D28 vs. placebo

⁴ Gravityl™ at 1% at D28 vs. placebo

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About Fragrance & Beauty

Givaudan Fragrance & Beauty craft inspired fragrances to perfume lives and memories, and develop innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at www.givaudan.com/fragrance-beauty.

About Givaudan Active Beauty

Givaudan Active Beauty crafts avant-garde cosmetic actives and high-end specialities that make people look and feel good. We bring nature's most precious gifts to the art of personal care in the form of biotech & botanical high-performing molecules, delighting consumers. Our extensive portfolio of award-winning skin & hair ingredients spans a variety of benefits for human beauty: from well-ageing and self-tanners to radiance, microbiome-friendly, soothers, hydrators, and more. Backed by solid scientific recognition and consumers' awareness, we remain at the cutting edge of this rapidly expanding market to deliver sustainable solutions supporting the growth of our customers. This is Givaudan. Human by nature. Learn more at www.givaudan.com/active-beauty.

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