

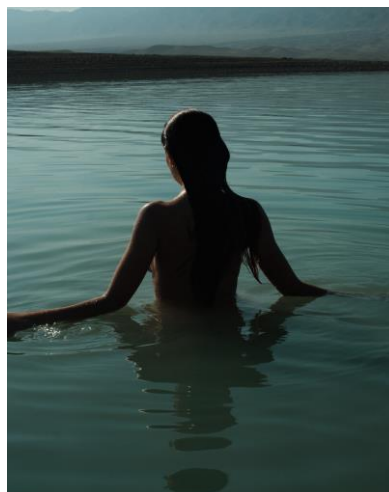
Trade media release

Argenteuil, 20 March 2023

Givaudan Active Beauty launches PrimalHyal™ Hydra[+], a novel hyaluronic acid that redefines the hydration gold standard
Never-before-seen instant and long-lasting efficacy enhanced by high-level cationisation

Givaudan Active Beauty expands the boundaries of skin hydration with the launch of PrimalHyal™ Hydra[+], a new cationic hyaluronic acid (HA) crafted by white biotechnology. This unique cosmetic active outperforms standard HA hydration benefits by at least a factor of 2, bringing never-before-seen moisturising efficacy to both rinse-off and leave-on applications.

Hyaluronic acid is one of the best-known active ingredients available on the cosmetic market and trusted by consumers globally. This hero molecule is now formulated in all beauty product categories – from skin care to hair care, body care and even make-up – as consumers seek hydrating properties across all beauty steps from cleansing to caring. As dehydrated skin is one of the main concerns of consumers globally, they are now looking for fast and efficacious hydration.



Mathias Fleury, Head of Category – Actives for Active Beauty: “PrimalHyal™ Hydra[+] establishes a new gold standard in terms of hydration as it demonstrates significantly better performance than other grades of “native” HA, from various molecular weights, both in rinse-off and leave-on applications. By modifying the charges of the molecule, we were able to boost its adhesion and affinity for the surface of the skin. That is why it works so well, even in rinsed formulas, after just one application. And amazingly, we have been able to demonstrate that the benefits are maintained for up to 4 days after stopping the treatment.”

Several clinical tests versus placebo, in different application formats (shower gel, lotion, sheet masks) established that PrimalHyal™ Hydra[+] at only 0.1% is able to:



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- Provide instant skin hydration in just one application, both in rinse-off and leave-on applications
- Bring long-term skin hydration with prolonged use
- Reinforce skin barrier function by increasing lipid and protein production
- Maintain hydration benefits for up to 4 days

Would you like to give it a try? To demonstrate the efficacy of PrimalHyal™ Hydra[+] in both rinse-off and leave-on applications, we have specially formulated two inspiring concepts:

- S3D® HydraSplash Shower, a water-activated in-shower gel designed to be applied on wet skin to moisturise, soothe (BisaboLife®) and maintain hydration of the skin.
- S3D® HydraSplash Mask, a sheet mask made with 100% degradable fabric and over 99% natural origin content offering hydrated and brightened (Masknyl™) skin after just 1 application.

To learn more about our new ingredient, we invite you to visit us at our booth (L50) during in-cosmetics Global taking place in Barcelona (Spain) from 28-30 March 2023, or 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.

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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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