

Trade media release

Argenteuil, 10 January 2024

Givaudan Active Beauty unveils PrimalHyal™ 50 Life, a transformational sustainability breakthrough in Hyaluronic Acid production

The virtuous revolution for Hyaluronic Acid and the skin barrier

Since its beginnings, Givaudan Active Beauty has been committed to creating active cosmetic ingredients with respect for nature. Elevated through ecological processes, iconic molecules are re-designed and transformed to better suit a science-led, nature-conscious future.

For the first time in the beauty industry, Givaudan Active Beauty has achieved a ground-breaking leap in the sustainability of Hyaluronic Acid production with its creation of PrimalHyal™ 50 Life: the most sustainable low molecular weight Hyaluronic Acid within Givaudan's portfolio*.

Years of research have culminated in PrimalHyal™ 50 Life, a cornerstone in the sustainable development of the Hyaluronic Acid molecule. Leveraging strain engineering and precision fermentation, Givaudan Active Beauty production methods have been revolutionised to become more environmentally friendly, achieving an outstanding **-91% reduction in environmental impact***.

Thanks to this sustainable breakthrough in its process, PrimalHyal™ 50 Life comprises significant improvements across various environmental parameters, as demonstrated by a Life Cycle Analysis*, boasting:

- **- 92%** greenhouse gas emissions*
- **- 95%** acidification and eutrophication of water*
- **- 90%** non-renewable energy usage*
- **- 75%** water consumption*

PrimalHyal™ 50 Life bestows a multitude of potent skincare benefits, including:

- Deep skin penetration, up to 120 µm
- Stimulation of tight junctions, preventing TEWL
- Boosted skin hydration for up to 72 hours post-application
- Reduction of skin roughness by -66% in 1 month
- Perceivable benefits in terms of skin texture, firmness, and hydration, as noted by volunteers



Romain Reynaud, Research & Development Director comments: "Thanks to the outstanding work of our scientists in strain engineering, we have totally reinvented the production method for low molecular weight HA. By directly obtaining the molecular weight of interest during the fermentation stage, we have drastically reduced our global footprint. This is a breakthrough achievement for the beauty industry as a whole."

For over three decades, researchers at Givaudan Active Beauty have been honing in on the process of bio-fermentation with an audacious ambition in mind: to boost the sustainability credentials of the Hyaluronic Acid molecule, as well as those of its production. Located in France's Champagne region, the Givaudan Active Beauty Centre of Excellence builds upon its understanding of White Biotechnology to craft active cosmetic ingredients, a method which involves precision fermentation of micro-organisms, primarily harnessing local carbon sources such as sugar from wheat or beetroot, embracing a circular economy model within the context of a bio-refinery.

Givaudan

Human by nature

To learn more about the new ingredient, the team invites you to visit booth 122-123 during the Cosme'agora trade exhibition in Paris (France) between 16–17 January 2024. Otherwise, connect to uxbeauty.givaudan.com, Givaudan Active Beauty's digital platform dedicated to cosmetic ingredients.

*based on cradle-to-gate LCA carried out by an external firm in 2023 using specific Givaudan data. It follows the principles of the ISO 14 040 and 14 044 standards and the Environmental Footprint calculation method. Scope of analysis: A reference process route / Pathway with process optimisation

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.

About Givaudan 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.

For further information please contact

Farida Tir Teerlinck, Active Beauty Communication & Operational Marketing Mgr

E farida.tir_teerlinck@givaudan.com

Follow Givaudan on [Instagram](#), [LinkedIn](#), [X](#), [Facebook](#), [YouTube](#)