

Trade Media Release

Argenteuil, March 30, 2022

Givaudan Active Beauty launches Cristalhyal™ e-Perfection, redefining hyaluronic acid (HA) for flawless skin

Triple action from skin's surface to deep epidermal layers with an exclusive and innovative clay-vectorised high molecular weight biotech HA

Givaudan Active Beauty reinvents hyaluronic acid with the launch of Cristalhyal™ e-Perfection, a sustainable and patented vectorised complex of bentonite clay and high molecular weight (HMW) hyaluronic acid (HA). Crafted by white biotechnology and powered by a modification of the electrostatic charges at HA molecule's surface, the triple-action ingredient accesses the skin's deep layers via electrical attraction to provide well-ageing benefits, long-lasting hydration and mattifying effects.

Hyaluronic acid is perceived as the gold standard for skincare, leading the beauty market as the hero molecule most mentioned and requested by consumers when talking about innovation, trends and efficacy¹. However, while consumers are aware that HA can penetrate the skin, they may not know that high molecular weight HA, which offers the greatest hydration benefits, does not spontaneously penetrate². Cristalhyal™ e-Perfection complex changes this paradigm by proving that it is possible for HMW HA to reach deep epidermal layers which previously seemed impossible!



Amandine Scandolera, Head of biological evaluation for Active Beauty, said, "Cristalhyal™ e-Perfection is an exclusive combination of HA and bentonite clay, inspired from ionophoresis³. Thanks to a patented and proprietary process, bentonite clay can be activated to efficiently entrap molecules of HMW HA in the interstitial space of specific lamellar structures. Hyaluronic acid molecules will thus benefit from an electrical attraction from the skin's deep layers, to a depth of 75 microns."

Cristalhyal™ e-Perfection completes the range of hyaluronic acid solutions for beauty brands thanks to its impressive in-depth skin perfecting properties, supported by clinical tests:

- Long-lasting hydration (more than 24 hours in just one application), a benefit that significantly smoothens the skin

¹ Givaudan CMI study – My Beauty Community / My Dream Beauty – Nov. 2021, France

² Givaudan CMI study – Focus on HA – April 2020, Global

³ Where a device generating electrical micro-currents is used to promote ingredients penetration into the epidermis



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- Well-ageing, enabling a decrease of fine lines in the crow's feet area by 27.3% after one month
- Mattifying effect, with a significant reduction of skin's shininess by 27.4%

Cristalhyal™ e-Perfection not only demonstrated long-term benefits after prolonged use of the product (28 days), but also showed significant well-ageing and mattifying benefits after just one application. In addition to these skin-perfecting benefits, with both of its constituents recognised for their textural properties, Cristalhyal™ e-Perfection also acts as a sensoriality booster, bringing softness to the formula through its satin-touch.

Would you like give it a try? Our Active Beauty team has specially formulated an inspiring concept, S3D® STEP UP, to highlight the benefits of two ingredients, Cristalhyal™ e-Perfection and Neoporyl™. This non-tinted skin perfector will improve skin quality and texture day after day while improving skin complexion and minimizing pores with repeated use. Enjoy its instant and lasting effects on your skin!

To learn more about our new ingredients, we invite you to visit us at our booth (G80) during in-cosmetics global, taking place in Paris (France) 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 2021, Givaudan employed over 16,800 people worldwide and achieved CHF 6.7 billion in sales with a free cash flow of 12.6%. 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 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 <https://www.givaudan.com/fragrance-beauty>.

About Givaudan Active Beauty

Givaudan Active Beauty crafts avant-garde cosmetic actives and high-end specialties 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

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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/fragrance-beauty/active-beauty

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