

**Trade media release**

Argenteuil, 28 February 2022

## **Givaudan Active Beauty launches Neoporyl™, the next generation pore therapist**

### **New active ingredient targets root causes to reduce enlarged pores**

Givaudan Active Beauty introduces Neoporyl™, an active ingredient that reduces the size of enlarged pores by targeting the biological root causes of parakeratosis, an alteration of the epidermal structure, and dermis fragility. This new active is crafted by biocatalysis to offer proven efficacy against enlarged pores in just one week.

Beauty consumers of every age, gender and skin type commonly complain about enlarged pores. Perceived as a sign of premature ageing, pore size has become as much of a concern as fine lines and wrinkles. The importance of this issue for skincare consumers is such that a new term has been coined to describe a fixation with pore size: 'porexia'.

Strongly driven by genetics<sup>1</sup> and environmental factors, enlarged pores are caused by two main factors, parakeratosis and dermis fragility. Neoporyl™ effectively counteracts both of these key biological causes.



Mathias Fleury, Head of the Actives category for Active Beauty, said: "Our experts in Skin Physiology and White biotechnology have designed Neoporyl™, an innovative complex based on a biomimetic source of energy and key amino acids, to address the biological phenomena of parakeratosis and skin fragility. Our active ingredient is able to limit hyperdifferentiation in the epidermis, reduce nucleated cell density in the *stratum corneum*, restore collagen production in the fragile dermis, and boost mature collagen and decorin production."

Clinical tests have demonstrated a significant reduction of pore size in Caucasian women within just two weeks for all volunteers, regardless of age range, and with increasing efficacy during the two-month trial period, down to -24% versus placebo. Similar benefits were perceived among Asian men, with a significant effect on pore size in just one week, up to 2.4 times better than the placebo with an additional improvement of the skin appearance.

<sup>1</sup> Wang S. et al. - J Investig Dermatol Symp Proc. 2018;19(2):S101-S102



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To learn more about Neoporyl™ we invite you to connect to [uxbeauty.givaudan.com](https://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](https://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 [www.givaudan.com/fragrance-beauty](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 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](https://www.givaudan.com/fragrance-beauty/active-beauty).

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