

**Media Release**

Argenteuil, March 22, 2022

**Givaudan Active Beauty unveils Patchoul'Up™, a new upcycled active ingredient for hair and scalp**  
Upcycling meets well-being in a sustainable eco-designed cosmetic ingredient that boosts self-confidence<sup>1</sup>

Givaudan Active Beauty announces today the launch of Patchoul'Up™, a 100% upcycled active ingredient able to rebalance sebum production, eliminate dry flakes and normalise the scalp microbiome for overall well-being. Sourced responsibly in Indonesia, Patchoul'Up™ is crafted through green fractionation from distilled patchouli leaves after their use as a raw material in fragrance creation.

The new eco-designed ingredient supports demand from both customers and consumers for upcycled solutions that preserve precious natural resources while delivering efficient benefits. Our dedicated CMI report highlights that 85%<sup>2</sup> of consumers have previously experienced dry flakes, with 40% mentioning dandruff and dry flakes as their main scalp issue. It's interesting to note that consumers are increasingly educated on this topic, with 44% of those who have experienced dry flakes believing the cause to be an unhealthy scalp microbiome.



Patchoul'Up™ follows the beauty trend of skinification, reflecting consumer demand for products powered by an active ingredient able to treat hair and scalp issues just as they do for skin. Patchoul'Up™ offers a solution by acting at 6 synergistic levels to:

- rebalance sebum production by 39%
- smoothly reduce scalp dry flakes by 31%
- normalise scalp microbiota
- regulate *stratum corneum* desquamation
- improve scalp condition in 100% of volunteers
- provide well-being benefits

Fabrice Lefevre, Innovation and Marketing Director Active Beauty, said: "We continually push the boundaries to offer new sustainable and responsibly sourced ingredients to the cosmetic

<sup>1</sup> From our Clinical & Neurosciences Research

<sup>2</sup> Global CMI Report – Patchoul'up – July 2021 Givaudan Active Beauty



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industry, a 'must-have' to satisfy today's customer and consumer demands. For us, upcycling is not just a trend but a true path to success on our journey as a sustainable business. Patchoul'Up™ now adds to our collection of upcycled ingredients first introduced in 2018 with the launch of the skincare ingredient Vetivyné®, and Koffee'Up™ Grade in 2020."



Patchoul'Up™ is aligned with Givaudan's approach to shaping a sustainable future for all through its Sourcing4Good programme. Since 2013, the Origination team has been working closely with local producers on the Island of Sulawesi (Indonesia) to develop a sustainable smallholder patchouli business, the success of which can be seen in the island's flourishing patchouli fields. Hundreds of producers and local suppliers are involved in the production of patchouli oil for perfumery, and now for scalp-care ingredients. The

Givaudan Foundation is working hand in hand alongside this initiative to combat illiteracy and nurture a love of reading among local children by establishing school libraries.

To learn more about our new ingredient and its marketing concept, S3D® Solid'hair, 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](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 <https://www.givaudan.com/fragrance-beauty>.

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## **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](http://www.givaudan.com/fragrance-beauty/active-beauty)

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