



Media Release

Geneva, 4 March 2019

Givaudan unveils Sensityl™, a sustainable concentrate of marine biotechnology for cosmetics that also influences consumers' mood

Givaudan Active Beauty launches Sensityl™, an active cosmetic ingredient that fuses nature and scientific expertise to offer consumers dual benefits on beauty and well-being.

The new patent-pending ingredient was developed in our Marine Biotechnology Centre of Excellence based in Brittany, France, where we leverage our leading exploration on microalgae to create innovative natural cosmetic ingredients. Sensityl™ is the first of its kind ingredient to positively influence consumers' mood after just one month of use, owing to its powerful soothing benefits.

Sensityl™ also contributes to our sustainability approach 'A Sense of Tomorrow' as it innovates responsibly by enhancing people's lives while respecting the environment due to our state-of-the-art biotechnology processes.

Maurizio Volpi, President of Givaudan's Fragrance Division, said: "We are very proud of this unique cosmetic breakthrough originating from our research on marine biotechnology, one of the most innovative sustainability pillars of Active Beauty. It reflects our deep willingness to offer our customers not only new, but also natural and sustainable products that meet consumers' needs."

Exploiting new scientifically proven neuroscience protocols, researchers have revealed that volunteers using Sensityl™ expressed a real positive change in how they felt about their facial skin moving from negative feelings to positive ones, due to the exceptional soothing benefits versus placebo.

Laurent Bourdeau, Head of Active Beauty, said: "Capitalising on our leading understanding of the effect of fragrances on the brain in our state-of-the-art Sensory Centre of Excellence in Ashford, Givaudan expands its research in cosmetics and well-being with the launch of Sensityl™. It will revolutionise the beauty market by developing products acting on people's mood thanks to its exceptional soothing benefits."

Customers will get the opportunity to further discover Sensityl™ during in-cosmetics global in Paris from 2 to 4 April.





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About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops tastes and scents that delight consumers the world over. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating flavours and fragrances that 'engage your senses'. The Company achieved sales of CHF 5.5 billion in 2018. Headquartered in Switzerland with local presence in over 145 locations, the Company has almost 13,600 employees worldwide. Givaudan invites you to discover more at www.givaudan.com.

About Givaudan Fragrances

Givaudan is passionate about perfumery and is dedicated to combining creativity and innovation to design beautiful fragrances. With the industry's largest perfumery team, Givaudan contributes to making life delightful and memorable through unique scent experiences for customers around the world. Currently present in all major markets, Givaudan strives to deliver fragrances for personal, home and laundry care, as well as prestige perfumes. Our customers benefit from Givaudan's expertise in three business areas: Fine Fragrances, Consumer Products, and Fragrance and Cosmetics Ingredients. We invite you to 'engage your senses' and learn more about Fragrances at www.givaudan.com/fragrances.

About Givaudan Active Beauty

Givaudan Active Beauty offers an extensive portfolio of innovative active cosmetic ingredients designed to bring beauty to the world. Inspired by the beauty needs of consumers worldwide, Active Beauty offers award-winning products for an expanded range of benefits including anti-ageing, self-tanning, soothing, hydrating, cooling, and more. Our cutting-edge technologies draw on science and nature to create high-performing molecules and functional agents, including customised carrier systems. Part of the Fragrance Division, Active Beauty leads the market in crafting innovative products supported by our strong expertise in advanced and applied sciences. We invite you to 'engage your senses' and learn more about Active Beauty at www.givaudan.com/activebeauty.

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