



## Media Release

Geneva, 11 April 2016

# **Givaudan rebrands cosmetic business as 'Active Beauty'**

Givaudan's active cosmetics business is rebranded as 'Active Beauty', with the mission to bring beauty to the world. The unveiling of the new identity coincides with in-cosmetics Paris, the leading global business event for personal care ingredients.

Following the acquisition of French bio-sourced active cosmetic ingredients company Soliance in 2014 and science-based cosmetic ingredients firm Induchem in 2015, Givaudan now offers customers and consumers around the world a range of innovative products and technology under one single identity, Active Beauty.

Establishing one unified identity is a key step towards our 2020 ambition to make Givaudan a significant player in the fast-growing active cosmetics business. Our customers remain at the heart of what we do and the new identity will enhance the proximity of our business relationship with customers and consumers alike.

Maurizio Volpi, President of Givaudan's Fragrance Division said: "Our new Active Beauty business offers an expanded portfolio of products supported by a strong R&D and marketing platform to drive future development and innovation in the active cosmetics space. The new identity will further strengthen the integration of Soliance and Induchem as well as our capabilities to bring business benefits to our customers and beauty to consumers."

Frédérique Lafosse, Head of Active Beauty said: "This is an important moment for Givaudan Active Beauty as we launch our new single identity for our growing business, which is crucial to building a distinctive brand. We're delighted to share it with the industry, beginning with in-cosmetics Paris, where customers from around the world will be able to experience the brand up close and explore our newly integrated range of products."

Givaudan invites you to visit us at in-cosmetics booth n° K50 to engage your senses and to celebrate the essence of our new identity.



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## About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverages, consumer products 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 4.4 billion in 2015. Headquartered in Switzerland with local presence in over 80 locations, the Company has more than 9,500 employees worldwide. Givaudan invites you to discover more at [www.givaudan.com](http://www.givaudan.com).

## 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](http://www.givaudan.com/activebeauty).

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