

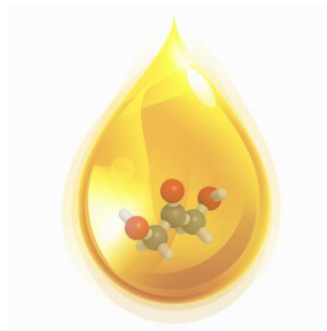


Press release – for immediate release

Soliance - Pomacle, November 18th, 2015

Givaudan launches the very first oil soluble self-tanning active ingredient during SCS Formulate: Vegetan Gold

Givaudan will unveil a sensory innovation for self-tanning this week during the SCS Formulate event in Coventry.



To answer the growing consumers' requests for oils-based products with new skin benefits, Soliance presents the very first generation of oil soluble self-tanning active ingredient: Vegetan Gold.

Based on an exclusive micro-emulsion technology, Vegetan Gold represents the first and matchless 100% oil soluble 1,3-Dihydroxypropanone (also called DHA), which opens the door to the development of new types of self-tanning oils for the cosmetic brands.

The bronzing effect of Vegetan Gold is the biochemical result of the immediate and spontaneous coloration of the epidermis via the formation of brown polymers called melanoidins, resulting in a smooth and natural tanning effect.

The intensity of the self-tanning of Vegetan Gold reaches its maximum within only 24 hours after its first application. The tan stays optimum for 48 hours, and shades away with the natural exfoliation of the skin.

Vegetan Gold has been crafted to offer formulators the possibility to easily design distinctive crystal transparent oil formulas. This innovative active ingredient is fully compatible with sun filters and other oil-soluble active ingredients, for a straight forward integration in sun care lines.

China compliant, Vegetan Gold offers an unrivalled global solution to the cosmetic industry for self-tanning products.

Experience a new sensory dimension of self-tanning: come and meet our experts on SCS Formulate booth #500.

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 Ingredients. We invite you to 'engage your senses' and learn more about Fragrances at www.givaudan.com/fragrances and www.soliance.com.

Part of Givaudan Fragrances, Soliance is a French company which develops, produces and sells active ingredients to the cosmetic industry since 1994. Nature inspires us to provide innovative cosmetic solutions to our international clients and partners in a common vision of excellence.

Givaudan



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