

Media Release

Clariant launches Playing with Beauty!, an innovative formulation concept for an emotional beauty routine experience

- **Challenges the monotonous daily beauty routines with innovative skin, body and hair care applications**
- **Leveraging natural ingredients, offering very mild formulations**
- **Unique and distinctive application properties enhance positive emotional responses and allow greater beauty creativity**

Muttenz, June 7, 2018 – Clariant, a world leader in specialty chemicals, today announced the introduction of its innovative and unique beauty care range, Playing with Beauty!, developed specially to generate a more interactive and engaging emotional experience as part of everyday beauty routines.

Playing with Beauty! is a new beauty care concept created specifically to initiate a greater positive interaction with the user. On a daily basis, normal beauty routines are established between the consumer and their chosen skin and hair care products, with little attention given to emotional experience and interaction. Consumers have come to expect little beyond the usual sensory and spreadability properties as the product is applied to, or removed from, the skin and hair.

Playing with Beauty!, has been developed in association with Clariant's portfolio for personal care products, specifically incorporating natural raw materials - plus the latest technologies. It breaks the routine, revolutionizing the beauty ritual through unexpected and distinctive physical application characteristics. Three specific applications - all with different properties - have been created for face care, body care and hair care.

The innovative skin cleanser, a next generation beauty mask, is created from two lemon-mousse and honey-gel application layers - which once overlaid, create a soft creamy emulsion, soon transforming into a peel-off transparent film and delivering deep down effective results. Developed without solvents, silicones and parabens, this peel-off mask is kind and soothing to skin, and reveals a thoroughly cleansed, comforted and radiant complexion by removing impurities and relieving the effects of indoor pollution.

Reminiscent of children's modelling clay, Playing with Beauty!'s gentle formulation body wash not only imparts a conditioning effect to the skin, but wakes up the users' creativity. Tearing off a piece of foaming "paste", the user can start to mold infinite shapes and colors, then enjoying the colorful foam when this special body wash comes into contact with water.

SLES (sodium laureth sulfate) and PEG (polyethylene glycol) free, the body wash has been developed with very mild ingredients and is suitable for kids, adults and those with sensitive skins. It restores the skin's lipid barrier function thanks to natural emollients, leaving the skin soft and supple.

Playing with Beauty!'s innovative hair design gel allows creation of dramatic party looks without damaging or irreversible effects to hair. Hair color transformation is astonishing. Invisible in normal daylight, hair takes on a bluish-white glow when revealed under UV light, yet the product can remain in the hair during the day to provide a natural non-greasy light hold while providing a moisturizing effect to the hair and scalp.

“Playing with Beauty! is a genuine leap forward in leveraging the power of nature combined with technology to provide an effective, creative and personal beauty care experience in what has become a rather impersonal, automated ritual”, said Juan Pablo Duque, Marketing Manager Business Unit Industrial & Consumer Specialties EMEA Clariant. “It will not only enliven the daily beauty care regime for adults, but will encourage those more reticent consumers such as children and those with sensitive skin to develop a regular, happy and effective beauty regime.”

Plantasens® offers a new and natural source of inspiration to Clariant's personal care product portfolio. Its innovative range of natural ingredients include plant-based actives, multi-functional emulsifiers and a broad selection of emollients - ranging from vegetable oils and natural butters to alternatives to silicones, petrolatum and lanolin – in order to help develop more natural cosmetic products.

For more information, visit www.clariant.com/playingwithbeauty.





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(Photographs: Clariant)

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GLOBAL TRADE MEDIA RELATIONS

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Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel/Switzerland. On 31 December 2017 the company employed a total workforce of 18 135. In the financial year 2017, Clariant recorded sales of CHF 6.377 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: focus on innovation through R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.

www.clariant.com/activeingredients

Founded in 2017, Clariant Active Ingredients is a dedicated, highly experienced team developing very specialized formulation ingredients for the personal care industry. With a young, agile culture and pharmaceutical industry-standard laboratories and business facilities in the biotechnology and cosmetics hub of Toulouse in France, the business focuses on the development of innovative nature-inspired active ingredients to address a variety of global beauty concerns. The highly effective ingredients are used in a wide range of facial, body and hair care applications internationally.