

Media Release

Clariant treats North America to new beauty formulation delights at NYSCC Suppliers' Day 2018

- **New Genadvance™ hair conditioning ingredients will revolutionize hair care, creating moisturized, healthy, voluminous, and vibrant hair**
- **Spark new emotions in “free-from” products with *Essence by Clariant***
- **Inspired by the Nobel Prize, new B-Circadin™ protects the skin's well being clock- the circadian rhythm – against external aggressors**

Charlotte, May 15, 2018 – Clariant, a world leader in specialty chemicals, heads to the Big Apple with a fresh selection of ingredient innovations and advanced products to tempt North America's beauty industry at the New York Society of Cosmetics Chemists Suppliers' Day 2018.

Highlights at Booth #1125 include inspiring market-ready Personal Care products that use consumer-friendly ingredients in innovative ways to deliver the luxury and exciting experiences consumers crave. Also, visitors can look forward to a revolutionary new approach and novel formats to create moisturized, healthy hair with targeted conditioning performance. While for skin care, all eyes will be on a pioneering, award-winning skin care active ingredient to protect skin circadian rhythm disruption from external aggressors.

Essence by Clariant breaks formulation and market conventions in personal care products with the absence of controversial ingredients. All Essence formulations are made without using parabens, formaldehyde donor, MIT/CMIT, sulfates, betaines, silicones, petrolatum, or mineral oil. They also incorporate natural ingredients. They create the possibility for formulators and brand owners to go “free-from” and give consumers something they haven't experienced before.

Genadvance hair conditioning ingredients confront hair's vulnerability head-on, offering fresh solutions to the stresses hair faces on a daily basis. Besides excellent conditioning and detangling, for the first time in hair care history, the Genadvance specialized solutions overcome conventional quats limitations to allow the development of individualized products and hair care formats for the three segments of dry and damaged hair: heavily damaged hair due to chemical treatments, naturally dry hair due to everyday elements, and thin, lifeless hair, due to stressful lifestyle, genetics, or ageing.

B-Circadin is a ground-breaking cosmetic active skin care ingredient to fight the visible effects of disruption to the skin's circadian rhythm by stressors in daily life. Developed by Clariant Active Ingredients, B-Circadin maintains the vital synchronization of the skin's circadian cycle, rapidly improving the complexion while decreasing puffiness and the appearance of dark circles. B-Circadin is extracted from the Lespedeza Capitata plant, grown and harvested in South Korea where it is used for its medicinal properties.

B-Circadin is already being recognised for its effectiveness and uniqueness. Recently winning the Bronze Award at the 16th BSB European Innovation Prize for cosmetics, natural products and chemical raw materials held in Amsterdam on April 17, and was also shortlisted for the in-cosmetics Innovation Best Ingredients Awards.

To sample Clariant's formulations and gain insight into all of its latest beauty developments, join the Clariant Personal Care and Active Ingredients team at NYSCC Suppliers' Day 2018, Booth #1125, Javits Convention Center, New York City from May 15-16, 2018.



Clariant set to take hair care by storm with new Genadvantage™ hair conditioning ingredients. (Photo: Clariant)



B-Circadin™ is extracted from the Lespedeza Capitata plant, grown and harvested in South Korea where it is used for its medicinal properties. (Photo: Clariant)



Clariant breaks Personal Care conventions with new *Essence by Clariant* formulations. (Photo: Clariant)

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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.