

MEDIA RELEASE

Luxurious skin feel and moisture with Clariant's new natural and versatile Plantasens[®] Pro LM emollient

- Clariant launches new natural emollient tailored for use in skin care, sun care, as well as color cosmetic applications
- Plantasens Pro LM delivers luxurious feel and moisture to the skin and enables formulators to create sun care and color cosmetic products with superior hydrating benefits
- Plantasens Pro LM is 100% natural, readily biodegradable, COSMOS and Natrue certified

MUTTENZ, MARCH 9, 2023

As consumers globally show an increasing interest and education in skincare, Clariant has launched its new, natural emollient, Plantasens Pro LM, which provides a luxurious, rich and caring feel to skin during and after application.

With a growing demand for healthy looking skin, Plantasens Pro LM delivers moisture in skin care and is also designed to combine well with UV filters and pigments. These features make it the ideal choice of emollient to deliver its skin benefits across a broad range of sun care and color cosmetic application areas, as well as skin care. For formulators, it means a chance to create sunscreens and make-up formulations that deliver superior moisturizing and hydration.

“We see increasingly skincare-educated consumers who seek to maximise benefits from their skincare routines and in particular, seek moisturizing benefits throughout their routine – from cleansing to makeup application. Plantasens Pro LM addresses exactly this. It's a highly moisturizing and natural emollient that combines well with pigments and UV filters.” said Michael Haspel, Head of Personal & Home Care at Clariant.

Additionally, Clariant is committed to providing an environmentally friendly choice of ingredients, which can be fostered by a shift toward renewable carbon. Plantasens Pro LM is 100% natural and readily biodegradable. It's also COSMOS and Natrue certified.

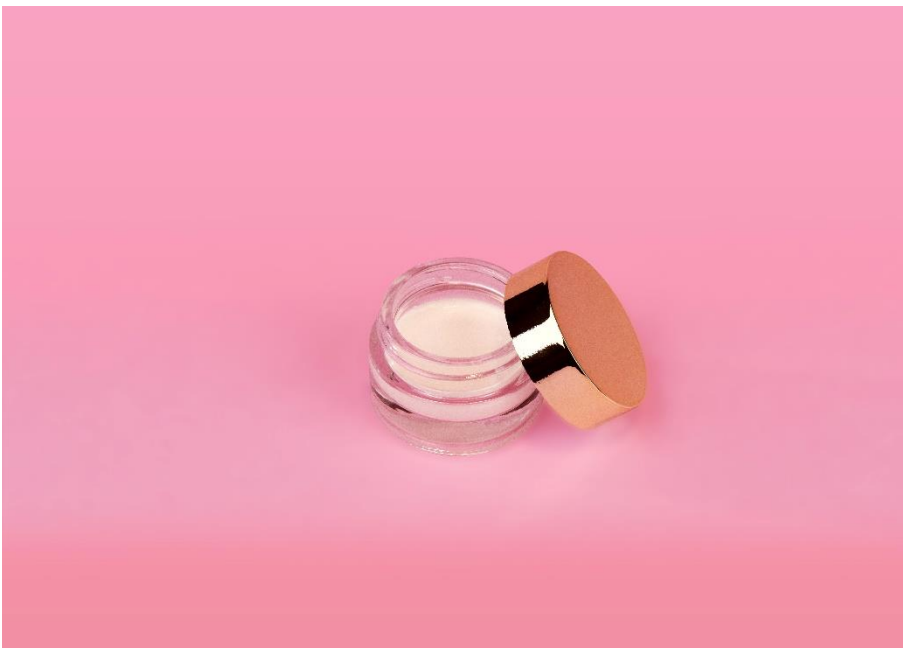
Visit Clariant's stand Q10 at in-cosmetics Global 2023, 28-30 March in Barcelona, and be one of the first to experience Plantasens Pro LM and other advanced new ingredients.

Also be sure not to miss our lecture:

Tuesday March 28th 13:30 – 14:30 / Formulation lab 1

New emollient unveils lipsticks' true colors

Speaker: Dr. Sidonie Vollrath



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GLOBAL TRADE MEDIA RELATIONS

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www.clariant.com

Clariant is a focused, sustainable, and innovative specialty chemical company based in Muttenz, near Basel/Switzerland. On 31 December 2022, Clariant totaled a staff number of 11 148 and recorded sales of CHF 5.198 billion in the fiscal year for its continuing businesses. As of January 2023, the Group conducts its business through the three newly formed Business Units Care Chemicals, Catalysts, and Adsorbents & Additives and will report accordingly. Clariant's corporate strategy is led by the overarching purpose of 'Greater chemistry – between people and planet,' and reflects the importance of connecting customer focus, innovation, sustainability, and people.

Clariant Actives & Natural Origins

Clariant Actives and Natural Origins is on a mission to make a change from the beginning, with the plant all the way to the ingredient that we provide, ultimately impacting the whole Personal Care value chain positively. Under the motto "*The Science of Sustainable Beauty*", the new portfolio offers responsibly collected and extracted naturally derived ingredients with traceability, proven efficacy, and science-backed claims for skin, hair, and body care to support the creation of more sustainable and efficient products addressing consumer care needs. Discover natural plant extracts, actives, oils & butters, clays & exfoliants and more at www.clariant.com/actives-naturalorigins.

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