

Media Release

Clariant International Ltd

Clariant launches new silicone-free and deco-cosmetics concepts for personal care

November 2, 2009 - Specialty chemicals expert Clariant continues to simplify ingredient and formulation choice for its personal care customers with the launch of two concept groups categorizing silicone-free and decorative cosmetic products.

The two new concepts build on Clariant's application concept strategy unveiled in April 2009. The focused concept approach aims to help customers clearly identify the raw materials they need for their formulations from Clariant's extensive product portfolio. Clariant currently offers concepts for men's care, wet wipes and its environmentally-friendly EcoTain products.

Silicone-free concept

Clariant's silicone-free concept supports customers looking to achieve a pleasant, soft silky or velvety feel for their creams, gels and lotion formulations without the addition of silicones. The non-biodegradable nature of silicone restricts its use in natural/eco-labeled cosmetics. In order to simulate the key soft-touch characteristics of silicone, a formulation composition has to be fine-tuned with careful selection of each ingredient.

Clariant's silicone-free concept offers solutions for both silk and velvet skin-feel. Products are available for sprayable lotions, such as self-tanning sprays and body lotions, for gels and gel creams, including shaving gels, anti-acne and refreshing under-eye gels, for face and body creams, shampoo and shower products, and for foundations and other make-up applications.

Clariant's dedicated silicone-free products cover:

- **Rheology modifiers:** Silky-touch and velvet-touch Aristoflex[®] polymers for emulsifier-free formulations which are easy to process and suitable for O/W and W/O emulsions. They offer a melting texture with non-tacky skin feel and ease of distribution. High shear stability reduces processing time.
- **Emulsifiers:** Velvet-touch Hostacerin[®] gives a naturally-derived emulsion base with a non-greasy, rich skin feeling, improved spreadability, and excellent skin compatibility. O/W and W/O formulations have added stability, and allow fast, easy production.
- **Active ingredients:** The addition of Allantoin soothes and offers protection and cell regeneration of the skin, even after UV-induced skin irritation.

Deco-cosmetics concept

Clariant offers a wide range of raw material solutions for cosmetic formulations that can make the final cosmetic more convenient to use with better end results, while also easing formulation development.

Its innovative products and formulations are available for face cosmetics, for example foundation and make up remover, eye cosmetics, such as mascara and eye shadow, and lip cosmetics.

Clariant's emulsifiers, preservatives, pigment dispersers, active ingredients and emollients can improve such features as skin-feel, gloss, skin repair, viscosity, water repellency, spreadability, stability, long-term protection against evaporation, and provide an all-natural, sustainable solution for green cosmetics.

- **SilCare[®]** Silicone emulsifiers and pigment dispersers with excellent water repellence, fast absorption and skin-feel, plus formulation stability for long-lasting performance
- Clariant's Aristoflex range that can reduce tackiness and achieve high stability even at low viscosity

- Hostacerin emulsifiers, including pioneering Hostacerin SFO for an all-natural, sustainable solution for green cosmetics
- Allantoin active ingredients for skin cell regeneration and moisturizing effects
- Polyglykol protecting agent for moisturization of the skin and for protecting the product itself from drying out
- Nipaguard[®] water soluble and enhanced efficacy preservatives for all applications including powders, liquids, oil- and water- based cosmetics

Elmar Busch, Global Business Director Personal Care for Clariant comments: “Clariant works to support its personal care customers with solutions that deliver the maximum in quality and convenience. Extending our concept strategy with the new silicone-free and deco-cosmetic concepts achieves exactly this. It concentrates our portfolio of performance-enhancing, production-enhancing, cost-effective and ecologically-friendly products into groups dedicated to addressing the needs of customers focused on these specific issues, making formulation choice easier.”

Clariant’s Personal Care business is a leading supplier to the Personal Care industry with a global network of production and R&D sites backed by extensive application know-how and a deep understanding of customer trends and product development. Dedicated to developing innovative cosmetic raw materials, Clariant’s product ranges include emulsifiers, rheology modifiers, conditioning agents, additives, actives ingredients and cosmetic preservatives that provide performance enhancement to formulations using the latest technology and natural ingredients.

As a global market leader in conditioning, skin feel enhancement and rheology modifiers, Clariant has proven expertise in applying cosmetic formulations to improve and add features and benefits to customers’ products.

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Clariant - Exactly your chemistry.

Clariant is a global leader in the field of specialty chemicals. Strong business relationships, commitment to outstanding service and wide-ranging application know-how make Clariant a preferred partner for its customers.

Clariant, which is represented on five continents with over 100 group companies, employs around 20,000 people. Headquartered in Muttenz near Basel, Switzerland, it generated sales of CHF 8.1 billion in 2008. Clariant's businesses are organized in four divisions: Textile, Leather & Paper Chemicals, Pigments & Additives, Masterbatches and Functional Chemicals.

Clariant is committed to sustainable growth springing from its own innovative strength. Clariant's innovative products play a key role in its customers' manufacturing and treatment processes or else add value to their end products. The company's success is based on the know-how of its people and their ability to identify new customer needs at an early stage and to work together with customers to develop innovative, efficient solutions.

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