



Media Release

Geneva, 13 March 2020

Givaudan Active Beauty launches Synchronight™

A pioneering natural active cosmetic ingredient targeting the effects of digital stress on the skin

Givaudan Active Beauty is thrilled to launch its new breakthrough innovation called Synchronight™, an active cosmetic ingredient made from gardenia fruit extract designed to protect the skin from digital stress.

Synchronight™ is a powerful and dynamic ingredient, playing a significant role in protecting the skin to remain youthful and healthy. When the skin is exposed to digital stress such as blue light emitted by electronic devices, the ingredient acts as a shield against external aggressions allowing skin melatonin to play its natural role in regulating the sleep-wake cycle. Synchronight™, which is activated by the microbiome, stimulates skin rejuvenation and preserves the natural skin melatonin release cycle, resulting in younger skin and better sleep.

Developed at our Green Fractionation Centre of Excellence in Avignon, France, this new beauty innovation showcases our advanced scientific research capabilities and our commitment to consumers who are searching for new ways to improve their lives with beauty products adapted to their digital lifestyles.

Laurent Bourdeau, Head of Active Beauty, said: "Our accomplished scientific team in skin research and microbiomics identified a unique opportunity to bring this ingredient to life. Creating a natural ingredient with the strength to fight the effects of digital stress and improve sleep quality is a turning point for innovation in the beauty space today. We look forward to collaborating with our customers to create new meaningful beauty products that bring moments of delight throughout the day and night."

Maurizio Volpi, President of Givaudan's Fragrance Division, said: "By combining our technologies in Active Beauty, we can respond to the demands of the market for more creative and versatile innovative solutions. Presenting new products to our customers is a priority for us and we're proud to launch another active cosmetic ingredient that can inspire new collections with product differentiation. The launch of Synchronight™ also perfectly reflects our commitment to our newly defined purpose, of creating for happier, healthier lives, with love for nature."

Synchronight™ will be launched in the form of a night cream called, "My Blue Guard High Performance" also featuring DreamScentz™, a fragrance technology aimed to enhance the sleep experience.





About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops tastes and scents that delight consumers the world over. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating flavours and fragrances that 'engage your senses'. The Company achieved sales of CHF 6.2 billion in 2019. Headquartered in Switzerland with local presence in over 180 locations, the Company has over 14,900 employees worldwide. Givaudan invites you to discover more at www.givaudan.com.

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

About Givaudan Active Beauty

Givaudan Active Beauty offers an extensive portfolio of innovative active cosmetic ingredients designed to bring beauty to the world. Inspired by the beauty needs of consumers worldwide, Active Beauty offers award-winning products for an expanded range of benefits including anti-ageing, self-tanning, soothing, hydrating, cooling, and more. Our cutting-edge technologies draw on science and nature to create high-performing molecules and functional agents, including customized carrier systems. Part of the Fragrance Division, Active Beauty leads the market in crafting innovative products supported by our strong expertise in advanced and applied sciences. We invite you to 'engage your senses' and learn more about Active Beauty at www.givaudan.com/activebeauty.

For further information please contact

Givaudan Media and Investor Relations
T +41 22 780 9053
E givaudan.investors@givaudan.com

Marie Laure André, Fragrance Communications
T +33 1 3998 4477
E marie-laure.andre@givaudan.com

Pauline Martin, Active Beauty Communications
T +33 3 2688 8417
E pauline.martin.pm1@givaudan.com