



## Media Release

Geneva, 16 April 2018

### **Givaudan Active Beauty to launch Vetivyne™, a new cosmetic active offering powerful beauty benefits** **Upcycled vetiver roots from fragrance raw materials were used to create a fully natural and sustainable ingredient**

Givaudan Active Beauty combined the world of fragrances and cosmetics to create Vetivyne™, a new patent-pending powerful active ingredient with both anti-ageing benefits and long lasting properties to enhance fragrance wear.

Scientists and sustainability experts at Givaudan discovered Vetivyne™ by using water-soluble extract from exhausted Haitian vetiver roots, a by-product of the extraction procedure used to produce vetiver oil for fragrances. The cosmetic active we created via this cutting-edge process is fully natural, concentrated, odour-free and offers clinically proven skin benefits. By acting on the skin lipids, Vetivyne™ helps enhance skin hydration and suppleness as well as removing wrinkles. Vetivyne™ also nicely bridges the cosmetics and fragrances worlds as it boosts the long lastingness of fragrances that are applied by the user.

Laurent Bourdeau, Head of Active Beauty, said: "We deeply believe in the synergies between the beauty and fragrance worlds. Vetivyne™ exemplifies the many possibilities we have in creating innovative and disrupting ingredients which fulfils our commitment to offer not only efficient, but also natural and sustainable products for our customers."

This is the first time the fragrance and cosmetic worlds have shared the same sustainable and ethical origin. This ground-breaking 'upcycling' approach reduces waste and minimises our environmental impact, in line with our commitment to sustainability and consumers' demand for products that are both highly effective and produced in a responsible way. Over the years, we have been actively supporting a local cooperative of vetiver roots producers through our Sourcing for Shared Value programme in Haiti. The vetiver roots are certified ECOCERT (ESR), an organic and fair trade standard. This initiative ensures the social and environmental responsibility of vetiver production, enabling perfumers and formulators to craft the most inspiring products from responsibly-sourced vetiver.

Maurizio Volpi, President of Givaudan's Fragrance Division, said: "Vetivyne™ is one more example of how we're committed to innovating responsibly in the Fragrance Division. Adding such a powerful ingredient to our portfolio shows the true benefits of the collaboration between our Fragrances and Active Beauty teams. Vetivyne™ demonstrates the impact of this synergy and contributes to answering the consumers' need for more inspiring and eco-friendly products."





Geneva, 16 April 2018

## 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 5.1 billion in 2017. Headquartered in Switzerland with local presence in over 100 locations, the Company has more than 11,100 employees worldwide. Givaudan invites you to discover more at [www.givaudan.com](http://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](http://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 customised 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](http://www.givaudan.com/activebeauty).

## For further information please contact:

Peter Wullschleger, Givaudan Media and Investor Relations  
T +41 22 780 9093  
E [peter\\_b.wullschleger@givaudan.com](mailto:peter_b.wullschleger@givaudan.com)

Marie Laure André, Fragrance Communications  
T +33 1 39 98 44 77  
E [marie-laure.andre@givaudan.com](mailto:marie-laure.andre@givaudan.com)

Pauline Martin, Active Beauty Communications  
T +33 3 26 88 84 17  
E [pauline.martin.pm1@givaudan.com](mailto:pauline.martin.pm1@givaudan.com)