

## NEWS RELEASE

### Elementis Personal Care to launch new sustainable ingredients at *in-cosmetics global*

**COLOGNE, GERMANY (Mar 8, 2023)** – Elementis, a leading supplier of rheology modifiers and active ingredients for personal care, will be launching two new sustainable ingredients at *in-cosmetics global* in Barcelona 28<sup>th</sup> March through 30<sup>th</sup> March. Suppliers, media, and other attendees will have the opportunity to learn more about Elementis personal care additives and antiperspirant actives at Stand P40 as well as the Make-up Bar, Sensory Bar, and Innovation Zone.

At Stand P40 at *in-cosmetics global* this year, Elementis is introducing two new ingredients – BENTONE HYDROCLAY™ 700 and BENTONE® PLUS GLOW, which cater to the ever-growing demand of natural skin care and the “skin glow” trend.

#### **BENTONE HYDROCLAY™ 700 – Versatility through Synergy: Hectorite X Biopolymer**

100% natural, COSMOS conform and non-GMO, BENTONE HYDROCLAY™ 700 is a combination of a high purity hectorite grade and xanthan gum that provides synergistic effect for utmost stability. It offers a light sensory, imparts a smooth silky skin feel and has a high electrolyte and pH tolerance, which allows for formulation robustness and versatility.

#### **BENTONE® PLUS GLOW – Radiance Unleashed! Hectorite X Actives**

Responding to the up-and-coming “skin glow” trend, BENTONE® PLUS GLOW, a new and patent pending hectorite gel technology, joins forces with naturally derived active ingredients to combat signs of dull and flaky skin, unleashing the inherent radiance of the skin.

Elementis’ organoclay technology enables formulators to create not only products with outstanding textures and extremely diverse sensorial properties, but also to develop solutions for a full range of skin care and color cosmetics needs. Its superior properties in make-up allow for instant skin glow effects.

“Over the years we have seen the demand for natural ingredients skyrocketing, and the trend continues to grow. We are very excited to introduce BENTONE HYDROCLAY™ 700 and BENTONE® PLUS GLOW, two products that build on our naturally derived hectorite technology and enable customers exciting textures and concepts. Both products are designed to reduce the overall development time and increase the speed to market for fast and agile brands, either for Oil-in-Water systems (BENTONE HYDROCLAY™ 700) or Water-in-Oil systems (BENTONE® PLUS GLOW),” commented Jens Müller, Global Marketing Director, Elementis Personal Care.

“Sustainability is core to our business and we are proud to introduce the two new additions to our natural product portfolio. With BENTONE HYDROCLAY™ 700 being 100% natural and the production of BENTONE® PLUS GLOW being carbon neutral, we offer our customers sustainable solutions and help them formulate products with less impact.” says Stijn Dejonckheere, Senior Vice President, Elementis Personal Care.

### **Make-up Bar and Sensory Bar**

At the Make-up Bar and Sensory Bar, handpicked formulations highlighting BENTONE® PLUS GLOW and BENTONE® LUXE XO will be presented to showcase the excellent pigment and actives suspension, formulation flexibility and exceptional sensory experience of the products.

### **Make-up Bar – Skindividual Foundation Palette**

This palette includes a silky moisturising formula that glides easily over the skin to provide daily hydration and nourishment to the skin. Three highly pigmented skin paints blend easily into the base formula to create the perfect foundation shade. This customisable system is inclusive of multiple skin tones and allows for shade variation that occurs throughout the year. BENTONE® PLUS GLOW provides uniform pigment suspension, excellent stability and a combination of skin care actives that help skin glow from within.

### **Sensory Bar – BENTONE® LUXE XO: The XtraOrdinary Texture**

99% naturally derived, BENTONE® LUXE XO is a versatile, robust emulsification and rheology modifier that allows for the creation of a variety of textures with simple modifications. Three simple formulas ranging from a light silky fluid, a light cream to a rich cream for different skin types will be showcased to demonstrate how BENTONE® LUXE XO can create unique and distinct sensory experience by the variation of the emollient and water content.

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### **About Elementis**

Elementis is a global specialty chemical company, with 1,300 employees operating 17 manufacturing sites across the globe. At Elementis, we bring a distinctive combination of expertise, innovation, and teamwork to every formulation challenge. We create high-value specialty additives that enhance the performance of our customers' products and make a positive change in the world.

Combining our leading positions in the science of materials flow, surface modification, and formulation with access to unique natural materials, Elementis delivers unique chemistry, sustainable solutions to customers in a wide range of markets, including cosmetics, anti-perspirants, decorative and industrial coatings, automotive and ceramics.

### **About Elementis Personal Care**

A world-renowned expert in rheology technology and a global leader in antiperspirant actives, Elementis Personal Care offers a wide range of natural and naturally derived clay-based rheology modifiers, botanical emollients, conditioning additives, and bio-functional active ingredients.

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