



Azelis News Release

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Azelis expands distribution agreement with Agrana Starch in personal care for their range of starches, answering the growing demand for natural cosmetics and skin care

Azelis is delighted to announce it has signed an extension of an agreement with Agrana Starch to distribute their starches for the personal care market in France and Italy, effective immediately. This complements the distribution agreement the two companies already have in place in a number of European countries. Agrana's starches can be applied in a wide range of skin care, hair care, sun care and colour cosmetics offering a wide diversity of use in product formats like: emulsion, surfactant, aerosol and loose and pressed powders, to name only some.

Highlights

- Extension of distribution agreement for Agrana's starch portfolio for French and Italian personal care market.
- The use of starches in personal care products meets the increasing demand for natural, sustainable and ethically sourced materials to create greener formulations.
- Trend for natural cosmetics has taken a leading position in the development of new products.
- Azelis is committed to providing world-class natural raw materials that customers and consumers can really trust.

Corn, rice and tapioca starch are utilised in skin care and colour cosmetics as a simple and natural method to improve texture, aesthetics and skin feel properties. Over the past few years the trend for natural cosmetics has taken a leading position in the development of new products, with an ever increasing number of more consumers looking for natural alternatives to existing products on the market. Agrana's offering comprises of both natural, modified starches as well as organic starch.

Tony Craske, Market Segment Director Personal Care Azelis EMEA, comments: "Natural ingredients are becoming increasingly important for the personal care market, with sustainability and "plant awareness" moving higher and higher on our customers' agendas. Agrana offers products that meet all these stringent requirements and they are, in the case of Europe, REACH exempt. Agrana's product offering includes starches specifically targeting the unique needs of cosmetics, affording the producer a wide degree of interesting possibilities in formulation. Not only easy to use, the products answer the need to address the consumer's point of view on a natural way to improve sensory properties."

Anton Amon, Sales Director Personal Care, Agrana Starch: "Over the years and across territories, Azelis has demonstrated their superb market and customer knowledge, as well as innovative solutions and work efficiency. This is very close to our own company values and we are confident that the new mandate will help us both gain new grounds in this fast-paced industry."

Azelis has 15 personal care application laboratories around the world, giving customers unparalleled access to ideas and an ever-expanding database of over 3,000 formulations. Azelis creates eco-conscious formulations that will allow consumers to look great, feel safe and be environmentally and socially responsible, all at the same time. Adding Agrana's starches to the product portfolio puts Azelis on the map as a natural raw materials provider for the French and Italian personal care market. In 2017, Agrana was one of the winners of the Henkel Sustainability Award Beauty Care. The



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award was given for excellent sustainability contributions resulting in products of highest market value in the beauty care business.

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Contact information

Azelis

Marina Kaptein

Head of Corporate Communications

T: +32 3 613 0125

E: marina.kaptein@azelis.com

About Azelis

Azelis is a leading distributor of speciality chemicals and food ingredients present in over 40 countries across the globe with around 1,800 employees. Our knowledgeable teams of industry, market and technical experts are each dedicated to a specific market within Life Sciences and Industrial Chemicals. We offer a lateral value chain of complementary products to over 40,000 customers, creating a turnover of €1.8 billion. In the US we operate under a number of renowned co-brands that cater to the various markets in the region.

Throughout our extensive network of more than 50 application laboratories, our award-winning technical staff help customers develop formulations. We combine a global reach with a local focus to offer a reliable, integrated service to local customers and attractive business opportunities to principals. And we believe in building and nurturing solid, honest and transparent relationships with our people and partners.

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