



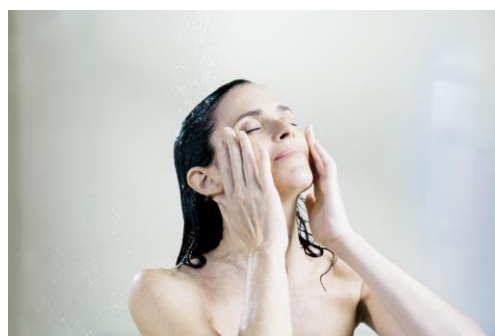
## Media Release

Argenteuil, May 2<sup>nd</sup> 2017

## Givaudan Active Beauty presents a new trendy & inspirational fragranced concept: the Augmented Soaps Box

Bar soaps are the most traditional of the personal care products. The overall sales of soaps, bath & shower products grew by +15% between 2010-2015 and the expected CAGR is 5.6% until 2020 in mass and luxury categories.

Leading the trends of inspiration for tomorrow's products, Givaudan Active Beauty has designed a new way of engaging consumers' senses with fragrances and active ingredients at the same time. Based on the synergies between its perfumers, market insights and biologists' teams, Givaudan Active Beauty experts have crafted a new concept named "**Augmented Soap Box**".



Consumers will be conquered by the visual, smell and benefits of 8 bar soaps and 1 paste soap concepts presented below:

- ◆ **ICE CUBE SOAP: Be hydrated & cooled off** thanks to Hydrintense™ & Questice® plus
- ◆ **BRIGHTENING SOAP: Get the perfect tone** with Biogomm'age™ & Wakamine™ XP
- ◆ **ACNE TREATMENT SOAP: Get a matte finish** with Soothex® & Bamboosilk A
- ◆ **ANTIPOLLUTION SOAP: Get a pure complexion** with Neurophroline™ & Mucilience® Fruit
- ◆ **FUNNY KID SOAP: Awaken child's joy** with Unispheres®, Yogurtene® & Soothex®
- ◆ **BABY CARE SOAP: Take care of your baby** with Yogurtene® & Mucilience® Fruit
- ◆ **INTIMATE CARE SOAP: Be sure of yourself** with Sinodor® & Yogurtene® Balance
- ◆ **MAKE UP REMOVER SOAP: Rediscover your skin** with Softolive™ & Vitamolive
- ◆ **SOAP PASTE DERMOCOSMETIC: Soothe your skin** with Marilience™ & Yogurtene® Balance

This concept box offers products combining long-lasting effects, multi-sensory experiences, unique and pleasant textures and non-aggressive & natural formulae.



Emilie Venera, Scientific & Technical Support Manager, said: "The Active Beauty augmented soap box has been achieved through the harmonious work of Active Beauty, Fragrances and Soaps' Laboratory experts. It illustrates our strong commitment to offer to our customers a large choice of innovative soap concepts with high efficiency and gorgeous & addictive fragrances."

To find out more about our concept box, we will be delighted to welcome you at Suppliers' Day in New York City, Stand 407.



## 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 4.7 billion in 2016. Headquartered in Switzerland with local presence in over 95 locations, the Company has more than 10,000 employees worldwide. Givaudan invites you to discover more at [www.givaudan.com](http://www.givaudan.com).

## 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).

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