



# Active Beauty

## Media Release

Argenteuil, May 14<sup>th</sup>, 2018

## Givaudan Active Beauty unveils a sustainable scalp soothing solution with BisaboLife™

New clinical tests demonstrate hair care benefits in rinse off products with the sustainable biotech (-)- $\alpha$ -bisabolol

Living in urban areas, the scalp is weakened and more fragile due to all sorts of external aggressions, such as pollution, cold weather and intense indoor heat.

Having a healthy scalp is on top of consumers' mind with 70% of UK women agreeing that caring for the scalp can improve hair condition.

An itchy scalp is a growing concern for consumers. This is the n°1 hair concern in China with 50% of Chinese claiming to have an irritated scalp.

Givaudan Active Beauty presents new clinical tests demonstrating a significant soothing effect of Bisabolife™ in shampoo with **-25% of scalp irritations** in only two weeks **for 100% of the volunteers**.



BisaboLife™ is a fully bio-sourced bisabolol, obtained by fermentation from plant sugars. It offers the possibility to take care of sensitive skin by fortifying and soothing the skin and scalp while restoring its comfort.



Emilie Chapuis, Clinical Trial Project Manager, said: "It's always a challenge to demonstrate the clinical efficacy of an active ingredient such as BisaboLife™ in a rinse off product as the product needs to be highly efficient to deliver a benefit. The BisaboLife™ scalp tests were performed on volunteers having an itchy scalp (pruritus) in a double blind, inter-individual and placebo controlled clinical evaluation versus the plant or chemical sources of bisabolols. The results demonstrate great consumer benefits that will benefit consumers needing a sensitive scalp treatment."

During Suppliers' Day in New York, visitors will have the opportunity to discover a dedicated formula featuring BisaboLife™ and ResistHyal™, crafted by our experts. The "Sublim'Hair Feeling" is a soothing shampoo with powerful benefits of nature benefiting the scalp while embellishing the hair. To find out more, we invite you to visit us at stand 803.

## About Givaudan

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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 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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