



## PRESS RELEASE

For immediate release

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### **Sederma at in-cosmetics 2017**

In-cosmetics stand KK40 will be the gate for a fantastic journey into Matrixyl® Wonderland. Cross the magic mirror and discover the third generation of peptides for Personal care applications. Since 1992, Sederma has been developing pure, active and bioavailable peptides to offer the best safe and effective beauty benefits to the end consumer. This category of ingredients made a significant impact on the Cosmetic industry, and especially Matrixyl®, by contributing to the worldwide acceptance of the active beauty. In 2017, Sederma will present a brand new member of the Matrixyl® Inside range with remarkable mechanism of action and effects in the fight against ageing and wrinkles.

In-cosmetics London will also be the exciting opportunity to attend the workshop on '[The pollution story: Really a new trend?](#)', on April 4<sup>th</sup> from 9 a.m. in Workshop room 1, and get valuable insights on this ongoing hot topic.

About Sederma – [www.sederma.com](http://www.sederma.com)

Founded in 1964, Sederma became a member of the Croda International Group in 1997. Sederma is dedicated to the development of active ingredients and in the creation of innovative concepts for cosmetics, based on the mastery of biotechnology, fine chemistry, plant cell culture and vegetal extraction. Sederma has developed a unique range of actives with substantiated efficacy for facial skin care, body care, sun care, hair care and men's care.

Equipped with a high performance and modern claim substantiation laboratory, Sederma uses powerful in vitro, ex vivo and in vivo tests to prove the efficacy of its products. Sederma strives for continuous improvement of quality and service, it has received the following certifications: ISO 14001 in 2003, OHSAS 18001 in 2007 and the Cosmetic Ingredient Good Manufacturing Practice in 2014.

About Croda – [www.croda.com](http://www.croda.com)

Croda is a speciality chemical manufacturer who, through the imaginative and practical use of science, creates ingredients and technologies that improve people's lives by enhancing everyday products. They are the name behind the high-performance ingredients in some of the biggest, most successful brands in the world, creating products that are relied on by industries and consumers worldwide.

Croda has more than 3,600 employees working across 18 manufacturing sites and in offices in over 30 countries. In the wide ranging business sectors that they serve, its focus is on developing and delivering innovative ingredients for: Coatings and Polymers, Crop Care, Geo Technologies, Health Care, Home Care, Industrial Chemicals, Lubricants, Personal Care and Polymer Additives.