

Marie Ollagnier,

Strategic Marketing Manager at Lubrizol Skin Essentials

about their new vision and concept „WOW MOM“

EURO COSMETICS: *Joining Lubrizol's Functional Ingredients and Lipotec's Active Ingredients under Lubrizol Skin Care you're able to offer a Complete Advanced Skin Care expertise to the market. What are the results and advantages?*

Marie Ollagnier: It was the first move of our new vision introduced in 2015 under the name of *Accelerating your creativity* with the aim of offering more comprehensive assistance to our clients. In response to the challenges of the continuously changing and demanding skin care market, we decided to become a partner to our customers and help boost their creativity with innovative concepts, strong technical and regulatory support as well as flexibility in supply and delivery. This new approach was very well received by our clients and we continue focusing our efforts on leveraging our skin care science knowledge to provide new product ideas as a source of inspiration.

EURO COSMETICS: *What challenges did you face?*

Marie Ollagnier: We had to focus on making sure that the two teams were integrated to work as one to deliver the common brand promise. It was all about working in the same direction and communicating the common theme. Step by step, we've been able to carry this integration out to the point that now we are ready for the next step and plan to regroup Skin Care with Dermal Care in 2017 to further maximize synergies and facilitate technology leverages.



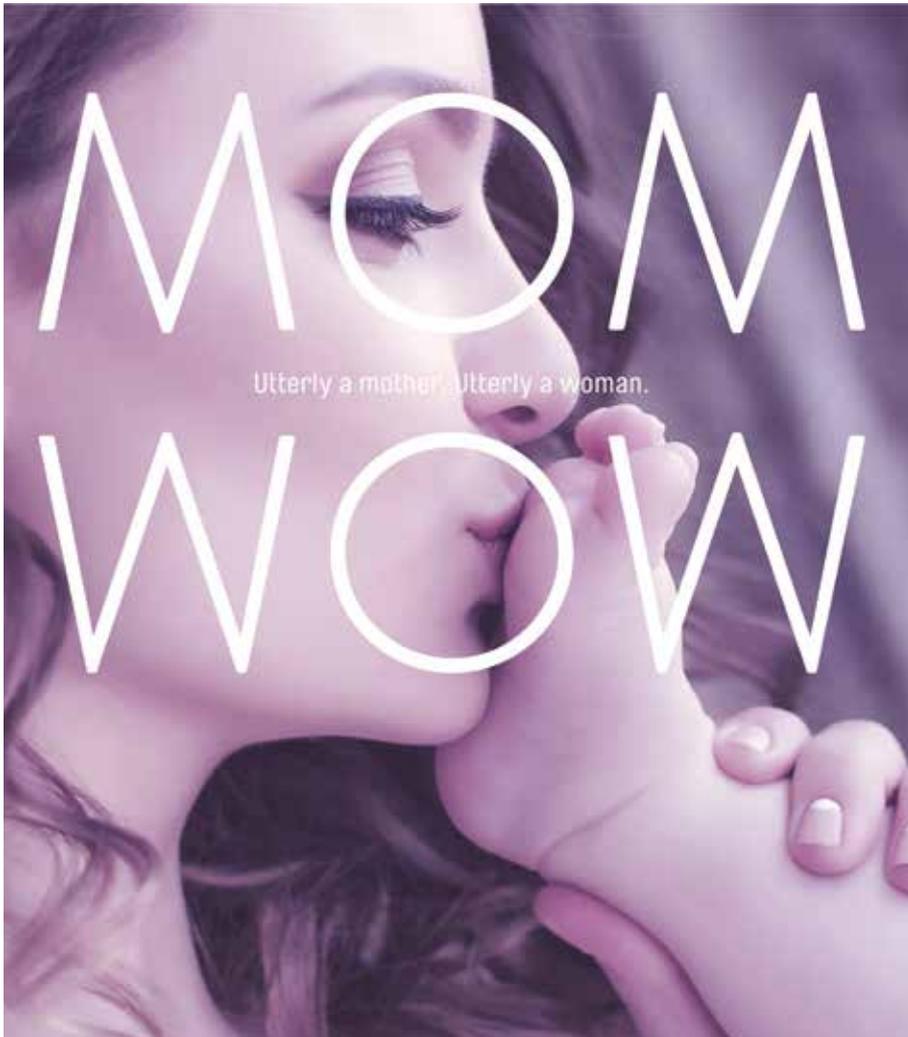
*Marie Ollagnier,
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at Lubrizol Skin Essentials*

EURO COSMETICS: *How can customers benefit from your know-how?*

Marie Ollagnier: We leverage our skin care science knowledge by focusing on ingredients and formulation concepts that deliver a beautiful and healthy skin experience to the end consumer. Lipotec's molecular science, delivery systems and botanical extracts yield to an unlimited source of active ingredients with proven efficacy to meet every skin care need. The polymer technologies of Lubrizol complete the portfolio and deliver unique benefits with superior sensory experiences in a wide range of cosmetics including skin care, sun care and color care. Bringing all these capabilities together, we can truly empower our clients with products and services that will enable them to accelerate and enhance their creativity.

EURO COSMETICS: *You've developed a new concept called „WOW MOM“ that offers busy working mothers a product comparable to a spa treatment to look healthy and good. Can you tell us more about it?*

Marie Ollagnier: WOW MOM is a perfect example of our *Accelerating your creativity* vision as it offers a new marketing concept that our clients can use as an inspiration for their final consumer products. It is a selection of complete formulations for busy working mothers, who have little time to take care of themselves, as they have to balance their professional career with being a mother and still finding some time for their personal life. Hard workers, time balancers, experts in organization and harmony, today's mothers are also interested in looking good. Hectic schedules, multitasking, stress and lack of



sleep can negatively influence the woman's skin so it needs some special care during this busy period of life. Since going to a spa or beauty salon does not fit into a mother's busy schedule, Lubrizol brings these services to her home with formulations that provide best combination of powerful and effective ingredients to care for her skin in the most efficient way.

EURO COSMETICS: *For this you offer a beauty kit with different active ingredients. For which fields of application and what is special about it?*

Marie Ollagnier: The WOW MOM is a beauty survival kit that includes four skin care products bringing together the sensorial benefits of a surprising texture, an appealing visual and evocative fragrance with the claimed performance of a high-tech active

ingredient substantiated by science.

Getting ready for another busy day will be easier with a **Rinse off Moisturizing Radiant Facial Serum** that applied in the morning during or after the shower helps to recover from lack of sleep. This serum visibly brightens and unifies the complexion at the same time that protects the skin from photoaging, enhancing skin's softness and suppleness after rinse-off.

Following with a **Super Protective Face Mousse SPF 10** will allow the skin to survive the long day facing stress and environmental pollution. This whipped texture mousse, in addition to minimizing the appearance of wrinkles, provides a barrier between the skin and the harmful ambient substances and enhances its antioxidative defenses offering a complete outdoor protection.

At the end of the day, **Reviving Evening Facial Gel-Cream** is the ally to recover from a long day and refuel the skin. This formulation offers a rested and younger look by visibly reshaping the face contour and replenishing the skin to help it to recover its lost volume. In addition, its unique refreshing translucent gel-cream texture breaks onto the skin, releasing water and refreshing the skin to re-energize it.

Finally, maintaining a toned and defined figure in spite of having little time to go to the gym is possible with a **Cold Firming Body Night Cream**. Applied before sleep, this night cream helps maximize the workout results by mimicking the effect of endurance exercise to redefine areas sensitive to sagging due to aging or insufficient physical activity. Stored at -20°C , this bouncy cream with memory shape effect offers an initial cool sensation and allows long playtime to massage the body leaving the skin soft and supple.

EURO COSMETICS: *How do you see your role in the market?*

Marie Ollagnier: With our next move, combining Skin and Dermal Care as Lubrizol Skin Essentials, we want to expand our vision to become a preferred partner in the aesthetic and wellness market by using science to deliver skin health and well-being, bringing unique, innovative and more natural solutions to the market.

EURO COSMETICS: *Thank you for the conversation.* ■

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