

China cosmetic market to gain access to Cargill's nature-derived ingredients

Partnerships with BioHope and Sanrise China deliver on consumer preference for natural, sustainable claims

Cargill is partnering with BioHope and Sanrise China, two leading distributors in cosmetic ingredients, to deliver nature-derived, label-friendly and highly functional ingredients to the Chinese personal care markets.

The personal care market has grown rapidly in China, leading the global market with retail sales projected to \$22 billion, according to market intelligence agency Mintel.

“China consumers are increasingly looking for cosmetic products based on nature-derived ingredients. In fact, 65 percent of personal care product launches feature a natural, sustainable claim category,” said Oliver Luo, sales director for Cargill Beauty APAC. “A China-to-China strategy to capture market insight with local partners is essential to delivering on this consumer preference and expanding in this market.”

BioHope, is a significant player in the South China personal care industry with over 25 years' experience. “The formation of this strategic partnership will enable BioHope to better meet their customer's needs by adding Cargill's sustainable, label-friendly and nature-derived portfolio to our current services,” said Mr. Chen Fufang, Managing Director of BioHope.

Sanrise is a leading trade partner in the Eastern China region working closely with multinational personal care ingredient companies with a longstanding business reputation. Sanrise's relationships with leading brand owners in the Eastern China region will further the ability to meet existing and future consumer needs for nature-derived and responsible cosmetics.

“With BioHope and Sanrise, we have found leading distribution partners who can really open doors for Cargill Beauty ingredients. These companies bring expertise in sales, marketing and formulation along with a vision that fits with our strategy,” said Tony Jaillot, general manager, Cargill Beauty. “These partnerships provide a solid foundation to bring our unique and differentiated nature-derived offering to the global personal care market.”

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About Cargill Beauty

Cargill Beauty, Cargill's personal care platform launched in April 2017, addresses ingredient challenges for the cosmetic market by **unleashing nature sustainably**.

Cargill Beauty offers a **diverse portfolio of nature-derived ingredients**, an integrated and responsible supply chain, state of the art research and application services and endless possibilities for the future. Cargill Beauty's portfolio is composed of texturizers, emollients,

emulsifiers, sensory enhancers and active ingredients to develop nature-based products for skin care, hair care, color care and oral care.