

Media Release

Strategic alliance between Clariant and Elevance sets the path to extraordinary natural ingredients

- **First deliverables from Clariant and Elevance collaboration are high-performing plant-based substitutes to volatile silicones**
- **Innovative naturally-derived ingredients deliver the same or superior consumer benefits**
- **Renewable carbon ingredients first step to novel greener technologies for the future of personal care**

Muttenz, June 19, 2019 – Clariant, a focused and innovative specialty chemicals company has taken their long-standing collaboration with Elevance Renewable Sciences, a leader in natural oil metathesis, to the next level by developing and commercializing high-performancing greener emollients for the personal care industry.

An area of concern for both formulators and consumers is the use of silicones and other petrochemical-based constituents in personal care products. While silicones are used in a wide variety of skin and hair care products to meet consumer demands such as ease of spreadability, deep conditioning, imparting shine and creating a long-lasting soft feel, there is growing awareness of the risks some of them may pose to the environment, with potential for a total ban on their use in some regions.

In response to this industry challenge, Clariant, a pioneer in the development of innovative plant-based ingredients for personal care, recently introduced its new Plantasens® Flash 80 and Flash 100 as highly effective greener alternatives to silicones. The two ingredients represent a major milestone for formulation development as they are not only environmentally friendlier and affordable, but high-performing, and delivering comparable or even superior results to traditional silicones.

Plantasens Flash 80 and Flash 100 have been made possible through Elevance’s expertise in producing novel, high-performing specialty chemicals from plant oils using a Nobel Prize winning metathesis catalyst technology. Metathesis is a process that enables the manufacture of new plant-based ingredients under environmentally sustainable conditions.

“This next phase of our strategic alliance will enable Clariant to advance its Natural Green Performers product range through the creation of ground-breaking ingredients,” said Ralf Zerrer, Head of Strategic Marketing and Innovation, Business Unit Industrial & Consumer Specialties at Clariant. “Thanks to the versatility of the process, we will deliver a new generation of emollients that are more respectful to the environment, while still maintaining a high degree of functionality.”

Equally, Elevance will benefit from Clariant's strong position as a natural ingredients provider, gaining access to its extensive global footprint, formulation expertise and innovation capabilities.

"We are excited to collaborate with Clariant on the commercialization of their new Plantasens Flash product line, which utilize Elevance alkanes derived from plant oils," said Rusty Pittman, Chief Commercial Officer at Elevance. "Clariant is a leader in natural, personal care ingredients and fosters a collaborative approach to business, making them an exceptional partner for us."

Personal care products that can benefit from Clariant's Plantasens Flash 80 and Flash 100 natural silicone alternatives include shampoos, hair conditioners, facial cleansers, deodorants, skin serums and moisturizers. With properties ranging from a weightless, non-oily after feel and high shine to product transparency, incredible softness and instantaneous absorption.



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Clariant is a focused and innovative specialty chemical company, based in Muttenz near Basel/Switzerland. On 31 December 2018 the company employed a total workforce of 17 901. In the financial year 2018, Clariant recorded sales of CHF 6.623 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: focus on innovation and R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.