



Mibelle Biochemistry Switzerland designs and develops novel, high-quality actives for the beauty industry, which are based on naturally derived compounds and profound scientific know-how. It was founded in 1991 as a profit center from Mibelle Cosmetics, the largest cosmetic manufacturer in Switzerland.

Mibelle Biochemistry's remarkable story began with Dr. Fred Züllli leading the company forward in his position as head of this innovative business unit. Working with a small team of just two Lab Technicians and Franz Suter as Production Manager, the team successfully developed CM-Glucan, which in turn was launched in 1994. This was its first ever active and even twenty years down the line remains one of its top selling active ingredients. It is predominantly used for dermatological formulations and for sensitive skin due to its immune-stimulating and soothing properties.

And the progress 1994 was not limited to CM-Glucan. In the same year Mibelle Biochemistry started to export their products, with the help of regional distributors in Italy, South Korea, Germany and the Benelux region. Meanwhile, in 1998, Esther Belser joined the company as a Project Manager and took charge of developing GSP-T. This is a powerful anti-oxidant to substantiate many strong claims on skin and



Mibelle Biochemistry in Buchs, Switzerland

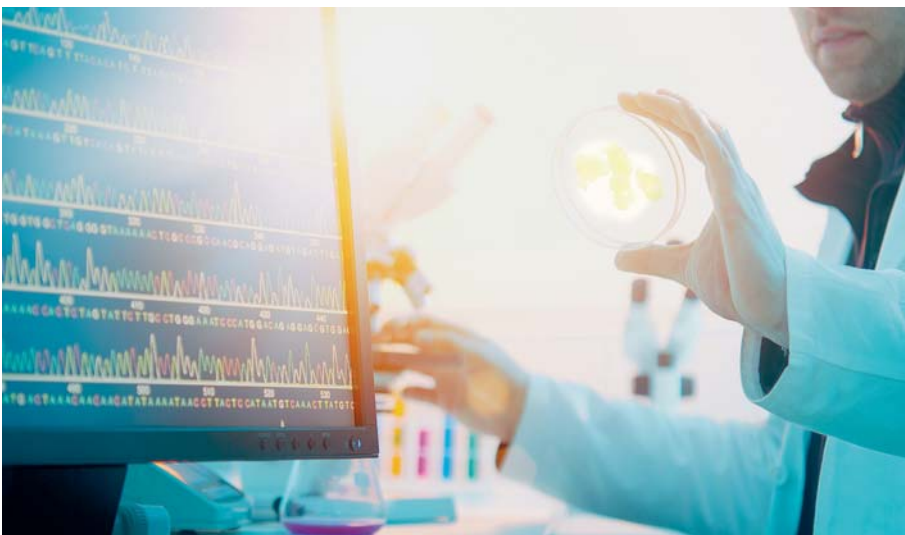
hair. Just two years later, Dr. Daniel Schmid joined the company in the role of a Research Manager. He was mainly involved in the development of Lipobelle Soyaglycone and Iso-SlimComplex, the high performing iso-flavone actives. Lipobelle Soyaglycone is the star product for combating post-menopausal skin aging.

In 2002, Beata Hurst was appointed as Sales & Marketing Manager with the goal of increasing the distribution and introducing new approaches in terms of marketing for the product range. In the same year Dr. Cornelia Schürch was appointed as Development

Manager. Amongst her responsibilities are the management of the growing complex processes for new product developments as well as those of a regulatory nature.

With the aim of maximizing customer service in France, in 2009 Mibelle Biochemistry opened its own branch office in Paris. This enabled Elodie Mauger, Product and Sales Manager, as well as Vincent Briffaut, Sales Manager, to personally take care of their French customers. Furthermore the company commenced the distribution of its product line in South America. For this Dr. Irene Montañó was appointed as Sales Manager for the region. Meanwhile, in 2010, the research team welcomed aboard Dr. Frank Gafner, a Senior Scientist, responsible for finding interesting new plant molecules for new applications. Since 2011 Mibelle Biochemistry's broad line of actives is available in over 50 countries and its brand is renowned throughout the world.

Its customers - cosmetic manufacturers and cosmetic brands - require an excellent quality standard, reliability and flexibility, individual problem solving capabilities, short lines of communication, cutting edge technology and science, outstanding new ideas and the continual pursuit of perfection. In summary: Swiss quality and Swiss innovation.



Callus cells of Uttwiler Spatlauber apple

Portfolio of high performing natural actives

Anti-Aging

Stem Cell Protection

Protection and maintenance of skin stem cell characteristics with plant cell culture technology

Experts

Focusing on a specific corrective action

Skin Radiance and Quality

Improving skin radiance and quality

Photo-Aging/Sun Care

Preventing photo-aging, protecting the skin against UV damage

Antioxidant/Energizing

Revitalizing and nourishing

Hydration/Soothing

Promoting the homeostasis of the skin and bringing comfort

Active Protection

Boosting the self-defense of the skin

Whitening

For skin lightening

Hair

Actives that protect, take care of and beautify hair

Anti-Cellulite/Slimming

Slimming, firming and re-shaping

Since 2003, the company has grown significantly with each passing year and it is proud about its many innovation prizes:

In 2006, MelanoBronze won the BSB European Innovation Award in the 'best active ingredient' category.

In 2008, PhytoCellTec™ Malus Domestica, the world's first active based on plant stem cells, once again won the BSB European Innovation Award. This unique active is based on apple stem cells and has become very popular, counting Michelle Obama amongst its many users.



Steril-Bench

PhytoCellTec™ Argan is the very first active with proven efficacy on DERMAL stem cells, which targets a deeper skin layer and achieves fundamental skin rejuvenation. In 2011, this development was honored with a BSB innovation prize in the 'best active ingredient' category.

In 2011, SunActin - an intelligent cell protecting factor - was awarded the 'best dermatological active' in Frost & Sullivan's innovation prize awards, as well as the CPCIA Gold award in the 'best sun protection' category.

In 2012, the PhytoCellTec™ technology was presented as an eco-breakthrough in natural cosmetics ingredients at the Rio+20 congress - the 'United Nations Conference on Sustainable Development' (UNCSD).

DermCom, an active with a novel strategy to reverse skin aging - the cell2cell communication - was awarded with three innovation prizes in 2012. And this was followed in 2013 with a fourth prize - the golden CPCIA Award for the best anti-aging ingredient.

In 2013, PhytoCellTec™ Symphytum was honored as the best ingredient and won the Cosmetics Business Innovation Awards.

In 2014 Snow Algae Powder - its new product launched at in-cosmetics in Hamburg - was the winner of the BSB innovation prize in the category 'actives and naturals'. Snow Algae Powder is a high performing active that not only offers a novel and sustainable technology, but also a totally new anti-aging approach by mimicking the effects of the

caloric restriction process, thus, increasing the longevity of skin cells.

Designing ideas for added value

In the fast moving cosmetic industry, innovation is the most important factor as it enables Mibelle Biochemistry to deliver new claims, new efficacy tests, new applications, new biochemical findings, as well as new marketing and communication tools to effectively differentiate products. The mission is to design the most innovative actives for our customers.

Committed to visionary work

360° Innovation

Innovation is at the heart of everything Mibelle Biochemistry does. Based on profound scientific expertise, it encourages its team to challenge themselves and continually develop new ideas.

Anticipating consumer needs

The scouting of trends, understanding the core values of the marketplace, the monitoring of scientific and technological developments, and close collaborations with dermatologists, universities and clinical test institutes, are essential to ensure that Mibelle Biochemistry fully understands the changing requirements of the consumer.



inspired by nature - realized by science

Working hand in hand with customers

Mibelle Biochemistry is passionate about delivering the most professional levels of customer consultation and ensuring that every aspect of its service is undertaken in a timely and efficient manner.

Swiss quality as a distinctive essence

Meeting the highest standards of ingenious, solid research, the very latest technology, advanced education and rigorous quality procedures, ensure that Mibelle Biochemistry develops actives of the very highest quality with guaranteed availability.

Creating competitive benefits

Mibelle Biochemistry has an excellent reputation throughout the world for creating innovative active ingredient concepts as well as being a true expert in the fields of biotechnology and biochemistry. Its broad line of actives is available for its customers - in no less than fifty different countries.

Full service – maximum impact

All of its actives are supported by a biochemical concept, clinical studies - in vitro and in vivo - and considerable marketing documentation, which includes convincing selling tools, formulation guidelines and advantageous claim substantiation.

Being both comprehensive and comprehensible, its sales package is highly educational, and it supports its customers in positioning their products with the highest market impact.

In addition, for most of its actives, Mibelle Biochemistry has scientific publications and patents in place.

Inspired by nature – realized by science

Its scientists transform naturally derived plant compounds into truly functional bio-active cosmetic ingredients. Its R&D team makes use of state-of-the-art encapsulation technologies that will guarantee optimum bioavailability and thus ensure the maximum effectiveness of the active ingredients sourced.

At the forefront with production and technology, all in-house

Designing, developing and producing under the same roof improves overall efficiency and ensures a dynamic exchange of inspiration and knowledge amongst Mibelle Biochemistry's skilled and passionate staff. It also grants accuracy, timely production, consistently outstanding quality, and constant availability.

With numerous state-of-the-art technologies Mibelle Biochemistry is not only able to develop and produce distinct novel cosmetic actives but also fulfills customer requests in-house. Flexible and dynamic processes enable its team to handle different production sizes both efficiently and in time. The basis under which it manufactures these Swiss quality products is the ISO 9001: 2008 certification.

Since the very first innovations that marked the company's formation, committing to a sustainable technology approach, green chemistry and focusing on the ecosystem throughout the life cycle of its products, has enabled Mibelle Biochemistry to design actives responsibly, both now and in the future. Furthermore, its plant is ECOCERT licensed.

Independent profit centre for actives development

This independent profit centre within the Mibelle Group specialises in research, development and the production of active ingredients that are sold to companies in the cosmetics industry all over the world. The main thrust of their research is applied to areas such as anti-aging, skin protection and soothing, anti-cellulite and slimming, hair care, moisturizers and whitening. The raw materials are molecules extracted from natural products, which are transformed into highly functional cosmetic ingredients in the laboratory. The scientists also make use of state-of-the-art encapsulation technologies. These guarantee optimum bioavailability and thus ensure maximum effectiveness of the active ingredients sourced. One milestone of recent years that attracted international attention was the world's first development of an active ingredient based on plant stem cells: the stem cells of a rare variety of apple that ages more slowly than others

Mibelle Biochemistry's team of specialists have many years of experience and wide-ranging expertise in the cosmetics industry. They make a point of keeping up to speed on worldwide trends in the beauty and health sectors, which puts them in a position to develop concepts for actives that have a future and anticipate the needs of the cosmetics industry.

Listening to consumers worldwide and getting to know and anticipate their needs is the key to its work. Valuable marketing and communication tools, client-specific concepts and more than 20 year of expertise are the qualities that it can provide to its customers. ■

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