



Media Release

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Givaudan Active Beauty reshapes the face of beauty for Generation Z with “My Blue Guard High Defence”

The new inspiring botanical skin care concept designed for consumers of the next generation

Givaudan Active Beauty expands its leadership in clean beauty by launching My Blue Guard High Defence (HD), the morning ritual to achieve perfect skin. With 95% of natural origin ingredients, this day cream, powered by botanical extracts, will be introduced during in-cosmetics Asia.

Clean beauty, the consumers' expectation

Supported by botanical actives and Hyaluronic Acid, My Blue Guard HD represents an ideal balance between natural ingredients and biotechnology. Our Clean and Natural Study 2019 demonstrated that 92% of people are interested in the concept of "clean beauty" and that 75% of them are even more interested in products powered by biotechnology. Givaudan Active Beauty natural ingredients and biotechnology go hand-in-hand to bring a new concept that can ensure perfect skin to young consumers.



A high defender of natural beauty

My Blue Guard HD is a concept infused by four active ingredients.

#Hydrate

Hydranellys™ comes from *Selaginella Pulvinata*, a remarkable Traditional Chinese Medicine resurrection plant extract. The active ingredient helps to increase skin moisturising and strengthening of the barrier function. Additionally, it significantly restores water and lipid balance for skin hydration.

#Radiance

Eliorelys™ is an active obtained through extraction of fresh cherry blossoms that significantly improves the quality of the skin showing signs of photo ageing. This perfect protector against blue-light counteracts the digital pollution. Measures of visible aspects and texture of the skin demonstrate its repairing property in fighting photo-induced skin damages.

#Gently Exfoliate

Hibiscus Acids are precious botanical extracts traditionally used topically to soothe the skin. The flower turned active ingredient has a multitude of benefits such as radiance and antioxidant effects on the skin.

#Defend

CristalHyal® MW+ is a high molecular weight hyaluronic acid crafted by white biotechnology. The biomimetic active ingredient acts as a film generator which protects the skin from external aggressions and ensures its hydration.



When efficiency meets simplicity

Caroline Reverte, Formulation Project Manager, said: "My Blue Guard HD was a great challenge for our formulation team to create a concept dedicated to Generation Z. It allowed us to go beyond what we did before by creating a refined skin care product that offers a perfect 'Instagrammable' skin while bringing sensoriality thanks to its specific velvety texture, soft touch and fine floral scent. Simple and pure, this is the perfect incarnation of efficiency to take care of their specific skin types."

My Blue Guard HD will be consumers' best partner against daily skin aggressions. Our experts recommend using it in the morning, after serum application. As soon as applied, consumers will have an immediate feeling of hydration - ready to face their frenetic and digital life! This day cream is magical.

Visitors will have the opportunity to discover My Blue Guard HD at our booth P60 during in-cosmetics Asia in Bangkok from November 5-7.

About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops tastes and scents that delight consumers the world over. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating flavours and fragrances that 'engage your senses'. The Company achieved sales of CHF 5.5 billion in 2018. Headquartered in Switzerland with local presence in over 145 locations, the Company has almost 13,600 employees worldwide. Givaudan invites you to discover more at www.givaudan.com.

About Givaudan Active Beauty

Givaudan Active Beauty offers an extensive portfolio of innovative active cosmetic ingredients designed to bring beauty to the world. Inspired by the beauty needs of consumers worldwide, Active Beauty offers award-winning products for an expanded range of benefits including anti-ageing, self-tanning, soothing, hydrating, cooling, and more. Our cutting-edge technologies draw on science and nature to create high-performing molecules and functional agents, including customized carrier systems. Part of the Fragrance Division, Active Beauty leads the market in crafting innovative products supported by our strong expertise in advanced and applied sciences. We invite you to 'engage your senses' and learn more about Active Beauty at www.givaudan.com/activebeauty.

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