

Paris, October 31, 2017

SEPPIC launches XYLISHINE™, the new hair repairing and moisturizing active ingredient

XYLISHINE™⁽¹⁾, bio-inspired association of natural sugars mainly from wood and from the brown algae, *Pelvetia canaliculata*, is hair moisturizer that enhances the shine of all hair types.

Sugars, derived from wood hemicellulose, have a high water absorption capacity. They enable to strengthen the structure of cell walls, and contribute to the plant flexibility. *Pelvetia* contains sugars that are in charge of maintaining the vital hydration of the seaweed to survive during summer dryness. In autumn, *Pelvetia* can instantly gorge itself with water to reactivate all its biological activities. Inspired by nature, the composition of XYLISHINE™ is able to reproduce the properties of living world to restore the shine and the flexibility of hair.

In *ex vivo* studies, in rinse-off and leave-on applications, **XYLISHINE™ at 3% repairs the hair fiber and restores the deep moisture of damaged hair**: up to + 30% hydration in the core of the fiber. The hair regains its shine!

Two *in vivo* studies were performed: one leave-on lotion on Brazilian hair and one rinse-off shampoo on Caucasian hair. **XYLISHINE™ at 3% significantly boosts hair shine and helps define curls of frizzy hair.**

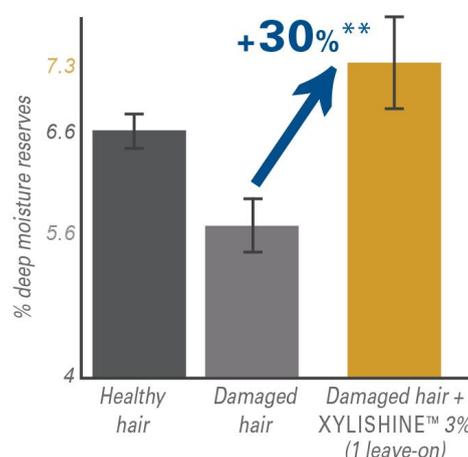
XYLISHINE™ is worldwide compliant, including in China (IECIC listed). It is easy to incorporate into any type of hair formulation (shampoos with/without cationics, conditioners, spray...).

Audrey POUJADE--FAURESSE, product manager, declares: "By combining the expertise of our marine biotechnologies with that of the plant, SEPPIC has taken up the challenges of hair hydration and proposes you XYLISHINE™, an active ingredient offering a rare moisturizing intensity to the core of the fiber, for a visible benefit."

XYLISHINE™ intensely moisturizes damaged hair:

+30% of hydration in the core of the fiber.

Measurement of the deep hydration of the hair on 3 groups of 5 damaged Caucasian strands.



(1) INCI name: Xylitylglucoside & Anhydroxylitol & Maltitol & Xylitol & Pelvetia Canaliculata Extract

(2) Bio-inspired: that imitate nature

SEPPIC in brief

A subsidiary of the Air Liquide group in the Healthcare business, Seppic creates and markets a wide range of **specialty ingredients for health and beauty**. Present in **100 countries** through its subsidiaries and its network of distributors, Seppic employs **700 people** worldwide, including **100 employees dedicated to innovation**. www.seppic.com

Air Liquide Healthcare

supplies **medical gases, home healthcare services, hygiene products, medical equipment and specialty ingredients**. In 2016, it served **over 15,000 hospitals** and **1.4 million patients** at home throughout the world. The Group's Healthcare business reached **€ 3,111 million in revenues in 2016**, with the support of its **15,000 employees**.

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The world leader in gases, technologies and services for Industry and Health, Air Liquide is present in 80 countries with approximately 67,000 employees and serves more than 3 million customers and patients. Oxygen, nitrogen and hydrogen are essential small molecules for life, matter and energy. They embody Air Liquide's scientific territory and have been at the core of the company's activities since its creation in 1902.

Air Liquide's ambition is to lead its industry, deliver long term performance and contribute to sustainability. The company's customer-centric transformation strategy aims at profitable growth over the long term. It relies on operational excellence, selective investments, open innovation and a network organization implemented by the Group worldwide. Through the commitment and inventiveness of its people, Air Liquide leverages energy and environment transition, changes in healthcare and digitization, and delivers greater value to all its stakeholders.

Air Liquide's revenue amounted to € 18.1 billion in 2016 and its solutions that protect life and the environment represented more than 40% of sales. Air Liquide is listed on the Euronext Paris stock exchange (compartment A) and belongs to the CAC 40, EURO STOXX 50 and FTSE4Good indexes.