

Clariant Naturals **ENVISIONING A CALL FOR NATURE**



what is precious to you?

New segments that make sense IN TODAY'S BEAUTY MARKET

The world of personal care is constantly evolving, offering products for ever more precise purposes, taking an increasingly closer look at their ingredients, and persistently raising its expectations.

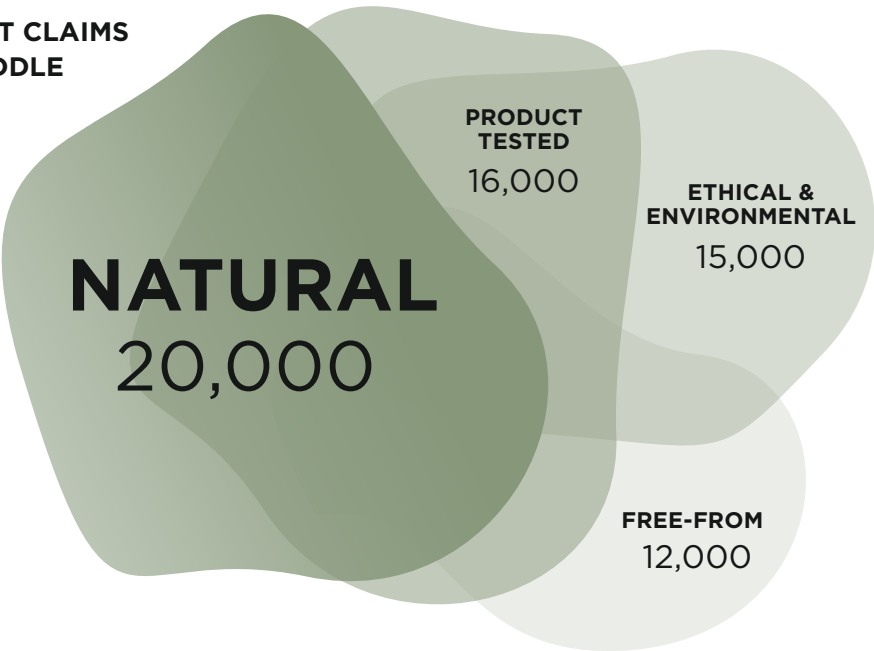
To provide better guidance in this environment and help our customers find solutions for their natural cosmetics formulations, we created the Clariant Naturals platform. It consolidates our offering of natural personal care ingredients and is further organized into the Origins and Green Performers sections.

THE RISE OF NATURAL INGREDIENTS

The segment of natural ingredients has become a true force of nature in the beauty market in recent years. With 73% of consumers saying they would change their habits to reduce environment impact according to a new Nielsen study, it's no surprise that brands with a »natural« positioning grow much faster than regular ones. A survey by Kline found »natural« to be the top claim made by personal care products in the EMEA region, outranking other important claims such as »tested« or »free from« by an easy margin.

Yet increasingly popular as that claim is, there is also increasing confusion as to what it should be based on. Along with »natural's« success, a wild tangle of labels, logos and certification schemes has sprung up that can be hard for consumers – and manufacturers – to see through.

AMOUNT OF PRODUCT CLAIMS MADE IN EUROPE, MIDDLE EAST AND AFRICA:



Clariant Naturals A STRAIGHTER AND SMARTER PATH TO NATURALLY VALUABLE COSMETICS

Clariant Naturals provides a new platform that makes it easier for manufacturers to find the natural ingredients they need and label their products. The platform bases its definition of »natural« on ISO 16128, a straightforward, internationally agreed standard that uses the widely accepted RCI as its main metric (see below for details). While taking this well-established ISO norm as its basic framework, Clariant goes beyond mere RCI calculation by investing in responsibly sourced solutions and developing green high-performance alternatives. They constitute the two pillars that the Naturals platform rests on: Origins and Green Performers.

Clariant Naturals offers a highly focused and forward-looking platform that so far consists of nearly 130 natural and derived natural ingredients according to the ISO standard. Powerfully addressing today's key purchase drivers, it is our ambition to provide customers with attractive options for developing sustainably performing and responsibly sourced natural formulations with high RCIs and superior consumer appeal.

In addition to the new Origins and Green Performers ranges, Clariant continues to offer its traditional portfolio of regular natural ingredients. These include betaines, conditioning quats, isethionates, basic emulsifiers as well as many other products.



ORIGINS
Transparent
supply chains and
biomes diversity



GREEN PERFORMERS
Selected green technologies
that provide performance and
sustainable claims

ISO 16128

Developed by the most relevant cosmetic brand owners, ISO 16128 defines ingredients obtained from plants, animals, microorganisms or minerals as:

- ➔ **»natural«** when they have a renewable carbon index (RCI, which quantifies their content of renewable carbon) of 100% and have not been changed chemically, but only by physical processes and other permitted procedures.
- ➔ **»derived natural«** when they have an RCI of over 50% and have undergone chemical modification.

Clariant Naturals: Origins

DISCOVER A NEW WORLD OF THRILLING NATURAL TREASURES



Globalized communication may foster the impression there’s nothing new under the sun. But especially in the world of cosmetically valuable natural oils and extracts, that’s far from true.

As one of the main pillars of the Naturals platform, Origins celebrates both the wealth of global biodiversity and the magic of local roots. It uses Clariant’s extensive worldwide network of local partners to provide access to a whole new world of exotic biomes and age-old plant knowledge, complemented by transparent sourcing, responsible cultivation, and fascinating narratives.

Sold under Clariant’s acclaimed Plantasens® brand, the offering includes 100% natural oils, butters, serums and extracts from Brazil, Africa, the Mediterranean, Indonesia and Australia, and is constantly expanded with other captivating ingredients from new locations. Origins combines caring for the world with providing good care for skin and hair – and carries the product-enhancing allure of distant soils, stories and horizons.

»We should preserve every scrap of biodiversity as priceless while we learn to use it and come to understand what it means to humanity.«

Edward O. Wilson, The Diversity of Life



BRAZIL

Through a strategic alliance with Beraca, Clariant has access to this leading provider’s natural and organic ingredients from Brazil’s highly diverse biomes, including the Amazon rainforest.



MEDITERRANEAN

Olives, grapes, almonds and peaches – all the delicious foods that come from this ancient region of healthy naturals also make excellent cosmetic ingredients. Under the Plantasens® brand, our Origins platform offers a wide range of natural treasures from Europe’s most cherished biome.

- Plantasens® Apricot Butter
- Plantasens® Camelina Serum
- Plantasens® Cottonseed Oil
- Plantasens® Grape Serum
- Plantasens® Grapeseed Oil & Butter
- Plantasens® Olive Butter
- Plantasens® Olive Squalane
- Plantasens® Olive Squalene
- Plantasens® Sweet Almond Oil & Butter
- Plantasens® Peach Butter



INDONESIA

Our collaboration with local cosmetic manufacturer and herbal expert Martina Berto gives us a strong connection to South East Asia’s bountiful biodiversity and precious plant wisdom – made even more valuable by the brand’s partnerships with local farmers and commitment to sustainable cultivation practices.

- Plantasens® Berto CaneMoist
- Plantasens® Berto CapsiBright
- Plantasens® Berto GotuBright
- Plantasens® Berto GuavoMoist
- Plantasens® Berto HystoBright
- Plantasens® Berto Java Complex
- Plantasens® Berto OciMoist
- Plantasens® Berto OrthoMoist
- Plantasens® Berto Oxi Complex
- Plantasens® Berto PhyllanOxi
- Plantasens® Berto PomeoBright
- Plantasens® Berto SteenoBright



AFRICA

Our Abyssinian Oil is a cold-pressed, responsibly sourced native of the sunny windswept African highlands whose light, nourishing qualities make it an exciting addition to such prized emollients as shea butter and argan oil – which we also source from the biome-rich cradle of humanity.

- Plantasens® Abyssinian Oil & Serum
- Plantasens® Argan Oil & Butter
- Plantasens® Cocoa Butter
- Plantasens® Shea Butter



AUSTRALIA

In the Macadamia’s native Australia, the subtle-tasting queen of nuts flowers in summer and ripens during winter. Rich in fatty acids, vitamins and essential elements, its oil makes a »crikey« good cosmetic ingredient.

- Plantasens® Macadamia Oil

Clariant Naturals: Green Performers ENTER THE GREEN UNIVERSE OF NATURAL HIGH PERFORMERS

While Origins gives access to the world’s ancient natural heritage, our Green Performers provide a powerful antidote to the myth that natural means less sophisticated in terms of function.

This old misconception is something that our range of more than 50 Green Performers has long grown out of. Mostly made of 100% renewable carbon or only slightly less, these natural emulsifiers, emollients, conditioners, preservation boosters and bio-based surfactants provide highly effective alternatives to silicones, sulfates and other publicly criticized substances.

The Green Performers range offers substantiated sustainable technologies for key building blocks of cosmetic formulations. Our ambition is to continue developing and expanding these green technologies so formulators can create cosmetics with even higher RCIs – and no compromise in performance.



Product overview: Green Performers A SUSTAINABLE SUBSTITUTE FOR EVERY FUNCTION

This part of the the Naturals platform includes many ingredients whose green performance our customers already know and value, and – like Origins – is constantly expanded with new additions. It is also similar to its more biome-focused companion in its strong ambition to complement its offering with additional sustainability benefits, such as superior biodegradability or improved environmental footprint.

ODOR CONTROL AGENT

- CareMag™ D

BIO-BASED SURFACTANTS

- GlucoTain® Care
- GlucoTain® Clear
- GlucoTain® Flex
- GlucoTain® liquiFlex
- GlucoTain® Plus
- GlucoTain® PureLux
- GlucoTain® Sense

EMOLLIENTS

- Avosterol™ A25
- Plantasens® Crystolive Wax
- Plantasens® Carefeel Comfort
- Plantasens® Carefeel Fresh
- Plantasens® Carefeel Light
- Plantasens® Carefeel Soft
- Plantasens® Crambisol
- Plantasens® Olive Active HP
- Plantasens® VL
- Plantasens® VP 170
- Plantasens® VP R15
- Velsan® CCT
- Vitamolive
- Plantasens® Cosmetic Wax A4/A5

MILD SURFACTANTS

- Hostapon® CT Liq

NATURAL EMULSIFIERS

- Emulsogen® CCT Green
- Genapol® RPS
- Hostacerin® DGI
- Hostacerin® DGMS
- Hostacerin® DGSB
- Hostacerin® EWO
- Hostacerin® SAF
- Hostacerin® SFO
- Hostacerin® WO
- Plantasens® Natural Emulsifier CP40
- Plantasens® Natural Emulsifier CP5
- Plantasens® Natural Emulsifier HE20
- Plantasens® Natural Emulsifier HP10
- Plantasens® Natural Emulsifier HP30

NATURAL HAIR CONDITIONERS

- Genadvance® Hydra

NEUTRALIZERS

- NeutroTain™ DMG

PEARLIZERS

- Perlogen® SF 117
- Perlogen® SF 3000

PRESERVATION BOOSTERS

- Velsan® SC

PRESERVATIVES

- Nipaguard® SCA
- Nipaguard® SCE
- Nipaguard® SCL
- Nipaguard® SCS

SILICONE ALTERNATIVES

- Plantasens® Olive LD
- Plantasens® Olive LD SP ECO
- Plantasens® Flash 80
- Plantasens® Flash 100

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