

Achieve radiant glow with superior and natural AHAs

Avignon, November 4th, 2014 - Alpha-hydroxy acids (AHAs) are part of Naturex's 'New Radiance' collection of ingredients. Exclusively extracted from natural sources, these AHAs combine performance and ease of use.

Modern women dream of achieving a radiant, perfect skin complexion without makeup. This quest for youthful skin is shared across all continents, with the Asian market leading the category. The number of new skin care products launched with a radiance claim has been multiplied by six in the last ten years in this area. Moreover, more than half of the product launches targeting perfect skin complexion carried a "natural" claim in 2013.

Multiple benefits and specificities of natural AHAs

Alpha-hydroxy acids (AHAs) are well-known for their skin smoothing properties. Their exfoliating action removes dead cells, stimulates cell renewal and improves skin hydration. They also act as antioxidant scavengers and protect the skin from oxidative damage.

Most natural AHAs are only available at relatively low concentrations. Leader in botanicals, Naturex has designed extracts of hibiscus (rich in specific hibiscus acids) and cranberry (rich in citric, quinic and malic acids) with concentrations in AHAs reaching up to 45-65%.

Outstanding technical performance

Special attention has been paid to facilitate the use of AHAs in different formulations. Derived from anthocyanin-rich hibiscus flowers or cranberry fruits, the organic acids were originally colored in vivid red. Naturex has worked to separate the anthocyanin from the organic acids in order to adapt them for cosmetic use. The powder and liquid versions of the cranberry and hibiscus AHAs have no impact on the color of the finished product.

Moreover, natural organic acids are easily soluble in water. This property presents a significant advantage in terms of formulation, avoiding any crystallization or precipitation in the formula. Thanks to their high solubility, natural organic acids have superior activity and improved bioavailability on the skin.

About Naturex:



Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.

Naturex's head office is in Avignon, France. The company employs more than 1,600 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 16 sites in Europe, Morocco, the United States, Brazil, Australia, and India. It also has a global commercial presence through a dedicated network of 25 sales offices.

www.naturex.com

Your contacts at Naturex:

Antoine Dauby
Group Marketing Director
Tel: +334 90 23 96 89
a.dauby@naturex.com

Karine Morel
Communication Manager
Tel: +334 90 23 96 89
k.morel@naturex.com