

## PRESS RELEASE FOR IMMEDIATE PUBLICATION

### NATUREX INTRODUCES ITS NEW PRODUCT CATEGORIES AND CORPORATE IDENTITY

**Avignon, Tuesday 21st April 2009.** In order to support the group's specialization and expansion in its different markets, Naturex announces the evolution of its logo, graphics and commercial literature.

The new logo will now be enhanced by the addition of a baseline, and will more accurately reflect the group's current corporate identity and ambition. Alongside the new logo, the graphics will also be given a completely new look. The aim is to make the product ranges more easily understood.

Since its foundation, the group has significantly diversified its product range. From now on, Naturex will operate through 3 Business Units based on the group's three main areas of activity:

- Food & Beverage
- Nutrition & Health
- Personal Care

The objective of these business units is to develop specific extract product ranges for each market. They will be supported by the group's corporate capabilities in terms of Sourcing, Production, R&D and Sales & Marketing.

These business units are the direct result of strong developments at Naturex over recent years and reflect the group's ambition to pursue its growth. "The introduction of our logo and the enhancement of our visual identity are in line with our growth strategy," stresses Jacques Dikansky, President and C.E.O of Naturex.

The new graphics will be gradually introduced over the next few weeks. Naturex will once again demonstrate its commitment to environmental protection by taking the decision not to waste existing documents, but to replace them gradually as current stocks are used up.

#### **About Naturex:**



*Naturex manufactures and markets natural ingredients for the food, nutraceuticals, pharmaceuticals and cosmetics industries. Based in Avignon, the group employs 600 staff and over 90% of its sales are overseas. Naturex has production units in France, Morocco, the United States and Italy, and has subsidiaries in the United Kingdom and China, as well as sales offices in Germany, Italy and Singapore.*

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