

## Naturex takes you deeper into the world of botanical extracts, and springs ahead with new Super Flowers collection

Avignon, April 1<sup>st</sup>, 2014 - Naturex celebrates the most feminine beauty from nature with its new collection of Super Flowers. Capturing the evocative power of these delicate petals, Naturex has carefully selected flowers with reported efficacy and strong scientific data. "Super Flowers" is the flagship collection of Naturex's enhanced portfolio of botanical extracts for the cosmetic industry.

Flowers have always nurtured the fantasy of personal care brands and flattered the beauty image of the cosmetic industry. Naturex has developed a collection which explores the phytochemistry behind the most extraordinary and exotic flowers like Ginger Torch also named Porcelain Rose, Blue Lotus, Pomegranate Flower, Blue Malva and Jasmine.

"Following the trends for superfruits or super veggies, Super Flowers is set to embrace cosmetic market trends in the coming months," comments Julie Françoise, Business Manager at Naturex. "Super Flowers have just the right blend of features: their elegance is highly evocative for storytelling and they are loaded with active phytochemicals that play a role in skin care." These ephemeral blossoms reveal a high concentration of antioxidants and free radical scavengers, like polyphenols and flavonoids as well as glycosides and polysaccharides.

Conducted at the lowest possible temperature, the gentle extraction process preserves the integrity of the active molecules and maximizes the benefits of these precious resources. An active source of beauty, the subtle power of flowers is concentrated to create nectars for the skin that are able to fight glycation and oxidation, and improve skin complexion.

The launch of Super Flowers collection also serves as an eye-catching highlight to the NAT select™ range. The portfolio includes more than 100 carefully selected natural extracts for a full palette of botanical possibilities. Special attention has been paid to sustainable and secure sourcing. Led by 8 local purchasing offices located all around the world, Naturex is able to guarantee the traceability and consistency of raw materials while ensuring fair wages to local populations. The plants are authenticated at the factory site with the help of skilled botanists and by using various state-of-the-art methods, such as HPTLC. The raw materials undergo a selective extraction process to ensure a high concentration in botanical markers. The portfolio includes two grades: marketing claim extracts and botanical extracts standardized in active compounds. Mastering color and odor impact, the ingredients are easy-to-formulate.

### 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 Avignon, France. The company employs more than 1,400 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 15 sites in Europe, Morocco, the United States, Brazil, Australia, and India. It also has a global commercial presence through a dedicated network of sales offices in more than 20 countries. [www.naturex.com](http://www.naturex.com)*

### Your contacts at Naturex:

**Antoine Dauby**  
Group Marketing Director  
Tel: +334 90 23 96 89  
[a.dauby@naturex.com](mailto:a.dauby@naturex.com)

**Karine Morel**  
Communication Manager  
Tel: +334 90 23 96 89  
[k.morel@naturex.com](mailto:k.morel@naturex.com)