



Naturex offers the Beauty and Personal Care industry natural functional possibilities with a water-extracted surfactant from Chile

Avignon, 1st April 2015 – Naturex is launching Sapnov™, a natural foaming agent extracted from quillaia in Chile. By doing so, the company adds another type of ingredient to its existing ranges.

Opening up to new market opportunities

“With the goal of capturing and passing on the power of nature, adding this functional, natural and minimally processed ingredient to our portfolio seemed like a logical step,” stated Stéphanie Puel, Business Unit Director for Personal Care. “This ingredient also meets the demand for both sulphate-free, mild surfactants and biodegradable ingredients in finished products,” she added. Non-ionic surfactants are expected to enjoy one of the strongest CAGRs in shampoos between 2013 and 2018¹.

Sapnov™ offers more than just natural foaming

Sapnov™ is a non-ionic and water soluble surfactant that performs well versus synthetic surfactants. The ingredient is miscible with classical solvents, works in a wide range of pH and shows good stability even at high salt concentrations.

Besides the fact that this foaming agent is 100% natural, the extract has other proven benefits that cannot be found in common surfactants. Indeed, various studies have shown that quillaia extracts have soothing and dermo-purifying properties. Tested in *ex-vivo* oral epithelium, Sapnov™ decreased the expression of interleukin 8 by 52% (interleukin 8 is a well-known marker of inflammation).

To showcase the various possibilities of Sapnov™, the company has developed several applications that will be presented at Naturex’s booth – **Stand 7J40** – at In-Cosmetics 2015: cleaning products for blemish-prone and sensitive skins, sulfate-free soothing shower gel and scalp soothing shampoo, baby wipes and natural toothpaste.

Naturex advantages in the quillaia market

Since the acquisition of Chile Botanics, Naturex has been working with the local team to upgrade the quillaia extraction and purification facilities, which are based close to quillaia harvesting areas in the south of Chile. This enables the group to offer consistently high quality, COSMOS approved extracts every time, produced sustainably from an abundant source in line with the objectives of the Pathfinder² environmental strategy. Indeed, the resource is strictly controlled by the Chilean National Forest Corporation (CONAF), which regulates the quillaia harvest.

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, India, and Chile. It also has a global commercial presence through a dedicated network of 25 sales offices. www.naturex.com

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¹ Euromonitor International, Ingredients : Trends in Hair Care

² <http://www.naturex.com/How-we-do-it/SUSTAINABILITY>