

Sensient Cosmetic Technologies Expands its Natural Offerings

April 29, 2019 --- Sensient Cosmetic Technologies is proud to announce the launch of five new natural-based products, reinforcing its commitment to developing natural, sustainable, and effective cosmetic ingredients.

Sensient Cosmetic Technologies continues to expand its surface treatment product line with its Botanical Avocado Surface Treatment. This natural hydrophobic surface treatment gives formulations with a high pigment load lightweight aesthetics. When compared to other synthetic or natural surface treatment technologies, Sensient's Botanical Avocado Surface Treatment produced lower or equivalent formulation viscosities. It also is an ideal surface treatment for stick foundations and pressed powders.

Sensient's Sensistyle® Curl Relaxer is the solution for haircare formulators who are looking for a gentle and natural alternative to harsh hair-straightening chemicals. Developed at Sensient's Hair Care Center of Excellence in Brazil, this patent pending blend of bromelain, papain and hydrolyzed yeast proteins loosens curls safely while leaving hair soft and nourished. Effective on a variety of hair types, users can expect two levels of curl reduction and a decrease in hair volume that lasts up to 21 washes. Sensistyle® Curl Relaxer is perfect for hair masks, deep conditioning formulations and can be used in combination with semi-permanent hair dyes.

Finally, Sensient Cosmetic Technologies is proud to launch three new botanical extracts under the Natpure™ Xtra umbrella, merging ethical sourcing, patented extraction, and proven performance that meets the highest expectations for Botanical Actives.

Natpure™ Xtra Botanical Actives are sourced from regions that benefit from economic development, and select farmers who use sustainable practices that preserve the local environment. Sensient's patented PHYTOCLEAN™ extraction process uses 100% subcritical water that mimics the polarities of ethanol and acetone processes, yielding a unique extraction containing a broad range of biologically active phytochemicals. This combination of responsible sourcing and the PHYTOCLEAN™ process produces powerful biological actives with substantiated results that can be used in a variety of cosmetic formulations.

NATPURE™ XTRA INTEGRITY (INCI: Ilex Guayusa Leaf Extract) is sourced from small family farms in the Ecuadorian region of the Amazon rainforest. This unique extract reduces inflammation caused by external physical or chemical irritants, and is especially effective for those with sensitive skin.

NATPURE™ XTRA LONGEVITY (INCI: Camellia Sinensis Leaf Extract) is a green tea from the Nandi Hills region of Kenya, an area favorable for tea growing due its high altitude, cold climate, and



volcanic soil. It helps hydrate dry skin and is as effective as vitamin E in protecting the skin against damage due to UV exposure.

NATPURE™ XTRA VITALITY (INCI: Rosmarinus Officinalis (Rosemary) Leaf Extract) is an evergreen shrub from central Uganda. An anti-pollution shield that protects skin from damage due to particulate matter, ozone, VOCs, heavy metals, and other urban pollutants by reinforcing the skin barrier function.

ABOUT SENSIENT COSMETIC TECHNOLOGIES

Sensient® Cosmetic Technologies is committed to developing, producing and marketing high-quality ingredients and colorants to the cosmetics industry, providing beauty companies around the globe with a broad range of solutions. Building on its expertise in high purity colorants and dyes, Sensient also develops innovative functional and active ingredients, and provides formulation expertise for all personal care applications.