

Paris, April 3rd, 2019

Seppic launches SEPIFINE™ BB, an ethically sourced texturizing powder for a velvety soft skin finish

Seppic launches SEPIFINE™ BB⁽¹⁾, a biodegradable and 100% biosourced texturizing powder derived from Brazilian babassu.

This starch-based ingredient provides a high-performance alternative to synthetic texturizing powders. It also responds to consumer expectations of raw materials that benefit our planet. SEPIFINE™ BB is fabricated using **no GMOs and no preservatives** and low impact solvents. The ethical sourcing of the babassu is validated by the **“Origens Brasil” organization** that assures the equitable sharing of economic resources between local communities throughout the supply chain.

SEPIFINE™ BB is **water and oil dispersible** with a primary function of texturizing agent for skin care and makeup applications. It is versatile for gel creams, emulsions, or powders. Its velvety skin sensation even improves the afterfeel of sun care lotions.

Improved **oil absorption** of SEPIFINE™ BB brings **long term sebum control** associated with specialty texturizing powders. Non oily and ultra light, it can be used across a broad range of beauty care formulations. This new ingredient can be used to **formulate biodegradable finished products with high naturality**, without losing the performance of traditional ingredients. SEPIFINE™ BB is a natural choice as the next generation of texturizing powders!

This product is a result of our partnership with **Atina Ativos Naturais**, who have created and marketed a range of natural products following the cradle to cradle format.

Courtney CLAY, product manager, stated: *“SEPIFINE™ BB meets the growing demand for biodegradable texturizing powders without losing the performance of traditional sensory agents. Seppic’s expertise in sensory ingredients and engagement in sustainable chemistry has provided a product that reduces the global footprint and meets the requirements of today’s personal care consumer.”*

(1) INCI name: Amylopectin

Seppic in brief

A company of Air Liquide Healthcare, Seppic designs and markets a wide range of **specialty ingredients for health and beauty**. Present in **100 countries** through its subsidiaries and its network of distributors, Seppic employs **730 people** worldwide, including **100 employees dedicated to innovation**. www.seppic.com

Air Liquide Healthcare

Supplies **medical gases, home healthcare services, hygiene products, medical equipment and specialty ingredients**. In 2018, it served over **15,000 hospitals and clinics** and more than **1.6 million patients** at home throughout the world. The Group’s Healthcare business reached **€3.5 billion in revenues in 2018**, with the support of its **16,500 employees**.



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A world leader in gases, technologies and services for Industry and Health, Air Liquide is present in 80 countries with approximately 65,000 employees and serves more than 3.5 million customers and patients. Oxygen, nitrogen and hydrogen are essential small molecules for life, matter and energy. They embody Air Liquide's scientific territory and have been at the core of the company's activities since its creation in 1902.

Air Liquide's ambition is to be a leader in its industry, deliver long term performance and contribute to sustainability. The company's customer-centric transformation strategy aims at profitable growth over the long term. It relies on operational excellence, selective investments, open innovation and a network organization implemented by the Group worldwide. Through the commitment and inventiveness of its people, Air Liquide leverages energy and environment transition, changes in healthcare and digitization, and delivers greater value to all its stakeholders.

Air Liquide's revenue amounted to 21 billion euros in 2018 and its solutions that protect life and the environment represented more than 40% of sales. Air Liquide is listed on the Euronext Paris stock exchange (compartment A) and belongs to the CAC 40, EURO STOXX 50 and FTSE4Good indexes.