

Seppic launches EMOGREEN™ HP 40, a new biobased and sustainable emollient

At a time when the sustainability and performance of ingredients are increasingly challenged, Seppic launches after many years of research and conscious innovation: **EMOGREEN™ HP 40**. This newcomer extends the **high-purity sustainable EMOGREEN™** range of emollients. Obtained by a **patented process**, **EMOGREEN™ HP 40** is a textured and slightly viscous emollient. It is a new generation of emollients that offers an effective and sustainable alternative to heavy silicones, mineral oils and other synthetic emollients. **100% Plant-based**, this **patented and inherently biodegradable emollient** offers **the solution of a more virtuous environmental footprint**.

Versatile texturizing ingredient, **EMOGREEN™ HP 40 imparts film forming properties** with a **smooth enveloping and supple afterfeel with no tacky effect**. This outstanding multifaceted capacity will significantly enhance the efficacy and specific sought performance of any type of cosmetic applications (skin care, make-up, sun care, etc.).

In particular, **manufacturers and end-users of hair care products** will definitely acknowledge **the thermal protection performance*** of this emollient that offers the **same sensory and applicative benefits** of silicones (Dimethicone/Dimethiconol, Cyclopentasiloxane/Dimethiconol) without their drawbacks (greasy and sticky sensation). Plus, **EMOGREEN™ HP 40 helps to preserve keratin structure** under thermal treatment in order to maintain **the hair healthy and protected**. Other additional performance such as **anti-frizz, volume control and easy combing** have been demonstrated thanks to the **product's substantivity on the hair fiber and its ability to smooth out the hair scales**.

Other key benefits of this multifunctional innovative ingredient are its **large compatibility in formulation** along with **an ease of use and cold processability**, further arguments in favor of eco responsible concepts. With this new launch, Seppic consolidates its position as a CSR leading supplier in the challenging hair care market.

Jennifer FRYSCHER, Emollients Product Manager, stated: ***"EMOGREEN™ HP 40 widens the field of possibilities of responsible and sustainable formulation in the hair care industry seeking to meet the challenge of strong efficacy demands and custom-made care"***.

*assessment of the thermal protection of EMOGREEN™ HP 40 alone and in formulation through the measurement of keratin deterioration by Xpolar® technology (Kmax Innovative System) on healthy caucasian hair after 50 passes of heat treatment at 210°C.

Seppic in brief

A company of Air Liquide Healthcare, Seppic has been designing, producing and distributing for more than 75 years a wide range of **specialty ingredients for health and beauty**. Present in **100 countries** through its subsidiaries and its network of distributors, Seppic employs more than **820 people** worldwide, including **110 employees dedicated to innovation**. www.seppic.com

Air Liquide Healthcare

Air Liquide Healthcare supplies medical gases, home healthcare services, medical equipment and specialty ingredients. In 2021, it served over 15,000 hospitals and clinics and more than 1.8 million patients at home throughout the world. The Group's Healthcare business reached €3.7 billion in revenues in 2021, with the support of its 16,300 employees.



CONTACTS

Seppic Communications

Alexandra Gilbert
+33 (0)1 42 91 41 18

FP2COM for Seppic

Florence Portejoie
+ 33 (0) 6 07 76 82 83

A world leader in gases, technologies and services for Industry and Health, Air Liquide is present in 75 countries with approximately 66,400 employees and serves more than 3.8 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 - with a strong commitment to climate change and energy transition at the heart of its strategy. The company's customer-centric transformation strategy aims at profitable, regular and responsible 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 more than 23 billion euros in 2021. Air Liquide is listed on the Euronext Paris stock exchange (compartment A) and belongs to the CAC 40, CAC 40 ESG, EURO STOXX 50 and FTSE4Good indexes.