

"Blue Beauty", the new formula kit by Seppic for responsible beauty

During the COSMET'AGORA show on January 10 and 11, 2023, Seppic presented its new collection of seven formulas around the "Blue Beauty" trend.

Blue Beauty highlights the interconnection between people and their environment and how each can interact with the other. Sustainable development must be holistic, cooperative and take into account all stakeholders, from the use of raw materials to the use of the final product. The objective of Blue Beauty is thus to respect and preserve nature, in particular the oceans, while offering high-performance, safe and innovative beauty products.

The formulas presented at Cosmet'agora 2023 have been developed to inspire formulators through three axes:

1 - Use less water. For this, Seppic offers an oily formula and an anhydrous balm. The balm has been proposed to the Cosmet'agora formulation contest for its multipurpose moisturizing, purifying and deodorant potential with high naturality (> 99% according to ISO 16128). This melting formula is composed of just over 50% Emogreen™ L19 and 10% Sepifine™ BB, two texturizing agents that provide a light and non-greasy feel, despite an anhydrous composition.

2 - Preserve the oceans from pollution. To address this, Seppic has come up with two formulas. The first, a powder shower gel to be reconstituted, composed of easily biodegradable ingredients including Proteol™ APL EF, a mild anionic surfactant, inspired by the characteristic aminogram of the apple, and generating a creamy foam. The second, an SPF 50 sunscreen with fat-soluble UV filters and formulated with Sensanov™ WR, an emulsifier with film-forming and water-resistant properties.

3 - Have more transparent sourcing. The three formulas offered feature active ingredients sourced in Brittany at the Seppic site in Pontrieux. Codiavelane™ BG PF, a green algae extract with moisturizing properties, is indeed sourced and produced in this same region and incorporates a transparent bluish gel formula evoking the ocean. Furthermore, Celtosome™ Crithmum maritimum and Celtosome™ Eryngium maritimum are derived from the plant cell culture technology, Celtosome™. Developed respectively from sea fennel and sea holly, they help target skin regeneration as well as radiance and fit perfectly into a texture for mature skin. Finally, a spa treatment formula with Breton seaweed flakes completes this kit.

Over the past few decades, the beauty industry has evolved and begun to better address consumer concerns about safety, health and the environment. Blue Beauty is the latest step in this evolution. More information on this trend and formulas are available upon request.



Seppic in brief

A subsidiary of Air Liquide Healthcare, Seppic designs, produces and distributes for more than 75 years a wide range of **specialty ingredients for cosmetic, nutraceutical, pharmaceutical, veterinary and industrial products**. Seppic employs more than **820 people** worldwide, including **110 employees dedicated to innovation** who develop ingredients that are unique in their naturalness, low environmental impact and effectiveness. **Present in 100 countries** through its subsidiaries and its network of distributors, Seppic aims to help everyone live well, and in good health in a healthy environment. 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**.

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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.