

New launches



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South Plainfield, NJ, April 20, 2016

Sensient® Cosmetic Technologies is introducing 4 new high performance ingredients to address multiple market needs in hair care, hair coloration, skin care and sun care:

Covasterol® is a unique and optimized source of phytosterols of plant origin. Sterols are a key component of the stratum corneum extracellular lipid matrix and are also involved in many biological pathways, contributing to epidermal integrity and skin hydration.

Covasterol® is a unique blend of plant phytosterols, emollients and plant waxes that has been formulated to provide a free-flowing composition that helps solubilize and deliver the plant phytosterol components.

Clinical tests on a large panel of women demonstrated Covasterol®'s unique ability to reduce sebum production and pore size in only 7 days. Comparison tests show that Covasterol® can be used as a natural alternative to traditional cholesterol while providing a wide array of additional benefits from moisturization, comfort and refined skin texture and smoothness.

Arianor® Flash is a new range of easy-to-use blends for semi-permanent hair coloration. Formulated with bio-engineered yeast proteins for enhanced affinity with damaged hair, these blends only require the addition of water to obtain vibrant, long lasting and uniform coloration. 8 shades are already available: Cashew, Deep Black, Deep Copper, Deep Purple, Flame Red, Honey, Hot Coffee and Natural Brown.

Sensibiopro C is a high-content complex of bio-engineered proteins and vegetal glycerin created to improve hair coloration and color protection. This new ingredient is rich in amino-acids that are naturally present in human hair, thus improving its high compatibility and efficacy. Color retention is improved and combing is easier.

UVR TiO2 AS is a new grade of high performance coated rutile TiO₂ designed to meet changing global regulations. The alkyl silane coating of this ultrafine grade improves hydrophobicity and increases the dispersibility in oils and silicones while enhancing the wear resistance.

About Sensient®:

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.

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