

Media Release

Clariant introduces inspiring natural ingredient for radiant skin and hair – Plantasens[®] Abyssinian Oil

- Inspiring oil sourced from seeds of *Crambe Abyssinica* from the rich soil of the African highlands
- 100% vegetable origin, GMO-free and Ecocert approved
- Radiant and valuable formulation innovation for skin care, hair care and sun care

Muttenz, October 13, 2014 – Clariant, a world leader in specialty chemicals, shares the perfect gift of natural radiance for skin and hair with the launch of Plantasens[®] Abyssinian Oil – its inspiring new personal care ingredient sourced from the sunny windswept African highlands.

Plantasens Abyssinian Oil is a pure and 100% natural ingredient extracted from the seeds of *Crambe Abyssinica*. The old world plant is native to the rich soil of the African highlands and can grow at elevations of more than 2,500 meters. *Crambe Abyssinica* was recently rediscovered and explored by Clariant in response to the growing demand for effective natural ingredients in personal care.

Clariant's new versatile oil, Plantasens Abyssinian Oil, presents an exciting opportunity for personal care formulators and brand owners to combine natural product claims supporting radiant skin and lustrous, healthy hair for consumers.

Formulations based on Plantasens Abyssinian Oil can take advantage of a unique composition, rich in Omegas 6 and 9 and long-chain triglycerides which help to provide an excellent effect for hair and skin.

For hair care, this ultra-light, hydrating natural oil adds wonderful shine and a soft and light feel to hair. Plantasens Abyssinian Oil can improve the manageability of hair, making it easier to comb and less prone to damage. During dry-combing tests, significantly less force is required than with other oils such as Argan. Plantasens Abyssinian Oil is ideal for use in shampoos and conditioners as well as leave-on treatments.

In skin care, Plantasens Abyssinian Oil acts as an excellent emollient which helps nourish, hydrate and protect the skin. It is soft to the touch and goes on very smoothly to give the skin a non-greasy matt finish. Perfect for use in face cream, cleansing milk and body lotion, it has also proven itself to be a great partner for easy formulation of sun-care products as it disperses and solubilizes UV filters very effectively. The hydrating and protective characters of Plantasens Abyssinian Oil make it an ideal addition to lipstick and lip balm.

Plantasens Abyssinian Oil presents a sustainable profile that matches the trend in the personal care sector. The pure, vegetable-based oil is extracted by cold-pressing *Crambe Abyssinica* seeds without any solvents. The oil is GMO-free, Ecocert approved and carries Clariant's EcoTain® sustainability label.

Plantasens Abyssinian Oil also makes a contribution to social and environmental sustainability in Africa. The fast-growing *Crambe Abyssinica* crop is planted by farmers during the dry season, where it manages to flourish despite the rainfall shortage. It also brings with it rotational advantages. Rather than further depleting the land, planting *Crambe Abyssinica* in between the main crop results in a richer soil at the end of its growing season. This represents a win-win situation for farmers who earn a supplementary income during a time when the fields would otherwise be lying fallow.

“Linking beauty benefits and sustainability is an increasingly important factor in ingredient selection within personal care,” comments Ralf Zerrer, Head of Global Strategic Marketing. “Clariant’s rediscovery of the inspiring natural ingredient Plantasens Abyssinian Oil, provides formulators and brand owners with a treasure trove of benefits for their development of natural and effective skin and hair care products.”





Plantasens Abyssinian Oil acts as an excellent emollient which helps nourish, hydrate and protect the skin. (Photo: Clariant)

CORPORATE MEDIA RELATIONS

CARSTEN SEUM

Phone +41 61 469 63 63
carsten.seum@clariant.com

STEFANIE NEHLSSEN

Phone +41 61 469 63 63
stefanie.nehlsen@clariant.com

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www.clariant.com

Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel/Switzerland. On December 31, 2013 the company employed a total workforce of 18,099. In the financial year 2013, Clariant recorded sales of CHF 6.076 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis & Energy, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: increase profitability, reposition portfolio, add value with sustainability, foster innovation and R&D, and intensify growth.