



Givaudan Active Beauty

www.givaudan.com/active-beauty

Cristalhyal® e-Perfection

Givaudan Active Beauty brings nature's most precious gifts to the art of personal care in the form of biotech & botanical high-performing molecules delighting consumers. We craft avant-garde cosmetic actives and high-end specialties that make people look and feel good. Our extensive portfolio of award-winning skin & hair ingredients spans a variety of benefits for human beauty from well-ageing and self-tanners to radiance, microbiome-friendly, and more.. Backed by solid scientific recognition and consumers' awareness, we remain at the cutting edge of this rapidly expanding market.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Young consumers' prioritize moisturizing for their skincare routine, followed by mattifying and correction of ageing first signs.

Cristalhyal® e-Perfection is a high molecular weight hyaluronic acid, the hero ingredient when it comes to hydration, vectorised into the skin thanks to the use of bentonite clay and its peculiar lamellar structure. By changing electrostatic charges of hyaluronic acid, its affinity with the skin is improved, bringing deep penetration and enhanced benefits.

Cristalhyal® e-Perfection brings instant (1 application) and long-term gratification with:

- Long-lasting moisturising, for more than 24h
- Skin smoothing properties
- Fine lines reduction
- Detoxification
- Mattifying

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

Cristalhyal® e-Perfection takes inspiration from ionophoresis to naturally vectorise high molecular weight hyaluronic acid (HMW HA) into the skin, while it usually stays on the surface, preventing any long-lasting benefits. By entrapping it in a clay lamellar structure thanks to an exclusive and patented process, and by changing its electrostatic charges, it penetrates deep into the skin (up to 75µm), delivering instant and long-term benefits in terms of hydration, skin-smoothing and mattifying, as demonstrated in clinical testing.

The immediate gratification makes it perfect to boost the confidence as the sensoriality, bringing softness to the formula, together with a satin-touch.