Press release

**Naturex showcases new skin hydration and oral health ingredients at In-Cosmetics Global 2018**

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A new and highly effective natural ingredient for skin hydration products will take centre-stage for Naturex at the forthcoming In-Cosmetics Global (Amsterdam, 17-19 April 2018). Hydranellys™ is an active derived from Selaginella, known in China as the ‘resurrection plant’ for its ability to survive extreme drought conditions. Exhibiting on Booth #C80, Naturex will also promote Bucovia™, a recently launched oral care ingredient that balances microbiota to support mouth health.

**Naturally promoting skin hydration**

Native to Shandong Province, Selaginella has been used for hundreds of years in traditional Chinese medicine. The plant has a novel way of coping with dehydration: when drought hits, it curls up on itself and loses its green color thus appearing to be dead. In fact, it is employing intrinsic biological mechanisms that allow it to recover as soon as the first drops of water appear.

In skin care products Hydranellys™ harnesses this unusual capability to ensure good hydration of the skin. It achieves this by caring for the hydrolipidic protective film that covers the entire surface of the skin, and by strengthening the stratum corneum, the outermost layer of the epidermis.In this way, it helps dry skin recover by maintaining its lipid balance and retaining moisture.

Hydranellys™ is obtained by applying Naturex Eutectys™ technology, which uses NaDES mimetic solvents to maximize the power of Selaginella. To demonstrate its benefits, Naturex has conducted extensive in vitro genomic tests on the structuration of the stratum corneum and has measured ex vivo the increase of epidermal lipids.

During a clinical study with volunteers with dry skin, researchers noted that following application of a 3% Hydranellys™ cream, transepidermal water loss was reduced over the short and long term, compared with a placebo. Moreover, the subjects’ hydrolipidic balance recovered and an overall improvement in skin quality was observed.

Yohan Rolland, Global Category Manager for Naturex, said: “Dry skin can result from many endogenous factors such as age, stress and hormonal changes. It is also caused by exogenous factors, like cold and windy conditions or exposure to chemicals. However, it is now understood that providing the skin with an effective barrier function is vital for maintaining it in a good hydric state. Hydranellys™ offers a boost of hydration by channeling the extraordinary natural drought-resistance powers of Selaginella.”

**Boosting oral health**

Also in the spotlight for Naturex at In-Cosmetics Global will be Bucovia™, a natural bio-guided fractionated active that effectively supports mouth health. Having a healthy mouth requires the right balance of endogenous bacteria and fungi, including *Candida albicans*. If this balance is upset, endogenous microbiota in the mouth may be colonized by the opportunistic pathogens responsible for gum disease and other oral infections.

Naturex’s new solution is composed of active compounds from Solidago virgaurea, a European plant containing saponins that are effective in controlling the growth of mixed fungal-bacterial biofilms.  In a double-blind clinical study, Bucovia™ reduced the microbial load in supragingival and subgingival dental plaque. *Candida albicans* load was reduced by 98% and total bacterial load was reduced by 29%. There was a decrease of several bacteria associated with dental caries, gingivitis, adult periodontitis, localized aggressive periodontitis and halitosis. Subjects participating in the study also experienced a clean feeling in the mouth for longer.

To develop Bucovia™, Naturex teamed up with dental and oral health expert Professor Isabelle Prêcheur from the University Côte d’Azur, France. Professor Prêcheur has spent nearly a decade researching the effects of *Solidago saponins* on *Candida albicans*. Her knowledge was combined with Naturex’s extensive botanical expertise to create a bio-guided natural active that preserves the mouth’s microbial flora.

**Key words:**

Skin care | skin hydration | dry skin | Selaginella | Hydranellys | oral health | mouth health | dental health | Bucovia | In-Cosmetics | Naturex

**About Naturex**

Naturex sources, manufactures and markets natural specialty ingredients for the food, health and cosmetic industries. As the Natural Maker, the company actively supports the global shift to natural by directly addressing key consumer expectations through an offer built on two main focus areas: My Natural Food and My Natural Selfcare. Naturex’s portfolio includes colors, antioxidants, specialty fruits & vegetables, phytoactives, and numerous other plant-based natural ingredients, designed to help its customers create healthy, authentic and effective products.

The Group’s strong commitment to sustainability, continuous innovation process, and the talent of its people are at the heart of its success.

Headquartered in Avignon, France, Naturex has experienced steadily-increasing growth throughout the last 20 years. The group posted €404.4 million in sales in 2016 and employs 1,700 people worldwide. Naturex is listed on Euronext Paris, Compartment B – Index: Euronext Next 150, Enternext CAC PEA-PME 150, CAC Small & Mid, CAC Small, Gaïa - Ticker: NRX - Reuters: NATU.PA - Bloomberg: NRX:FP - DR SYMBOL: NTUXY

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[**www.naturex.com**](http://www.naturex.com/)

**Your Naturex contacts:**

Antoine Dauby

Marketing and Communications Director

a.dauby@naturex.com

Tel : 33 4 90 23 96 89

Frédérique Carré

Communications Manager

f.carre@naturex.com

Tel : 33 4 90 23 96 89