

MEDIA RELEASE

“Clariant Beauty” launches new solutions for personal care

- Clariant unveils “Clariant Beauty”, the new personal care positioning combining expertise from Clariant and Lucas Meyer Cosmetics
- New ingredients address major beauty trends with sustainable high-performance solutions
- GlowCytocin™, Melicica™, Aristoflex™ SUN, and Nipaguard™ SCE Vita are showcased among others at in-cosmetics Global at booth 1D30

MUTTENZ, APRIL 7, 2025

Clariant today announced the launch of its comprehensive personal care portfolio under a new name “Clariant Beauty”, marking a significant milestone in sustainable and high-performance cosmetic solutions. The announcement is supported by multiple innovations addressing key market trends and consumer demands across hair care, skin care, and sun protection categories and reflect Clariant Beauty's commitment to delivering beyond raw materials, creating holistic beauty experiences that combine high performance with sustainability.

All new solutions align with major market trends including Sophisticated Efficacy, Conscious Beauty, Health & Wellness, and Adaptive Beauty, while meeting consumers’ growing needs for sustainable products.

"This extensive portfolio launch at in-cosmetics Global demonstrates our commitment to connecting innovation with sustainability," said Catherine Breffa, Global Head of Marketing at Clariant. "By combining expertise from both Clariant and Lucas Meyer Cosmetics under the new name “Clariant Beauty”, we're delivering solutions that not only meet current market demands but anticipate future needs in beauty care."

Clariant Beauty supports Clariant’s commitment to developing solutions that align with growing consumer and brand priorities for health, transparency, and sustainability. As demand rises for products that promote well-being and minimize environmental impact, Clariant provides innovative ingredients and formulation concepts that help brands meet evolving market expectations and regulatory requirements.

The Heritage Bloom concept presents five innovative formulations targeting ageless hair beauty. This comprehensive formulation collection includes solutions for frizz control, deep nourishment, and scalp care, combining expertise and ingredients from both Clariant and Lucas Meyer Cosmetics portfolios.

Leading the skin care innovations, GlowCytocin emerges as the first ingredient to harness the benefits associated with the feeling of being in love.

Derived from white Hyacinth bulbs, this groundbreaking active supported by a 99.6% natural origin index enhances skin luminosity while improving receptivity to pleasant touch. Clinical studies also demonstrate visible wrinkle reduction and improved skin elasticity for a rejuvenated skin.

Complementing the skin care range, Melicica introduces an innovative honey-based repair solution derived from Australian Jelly Bush honey. This 100% natural origin and COSMOS-approved ingredient accelerates and optimizes the skin's natural repair process to efficiently improve the appearance of scars and damaged skin across all ages and skin ones.

"Our new active ingredients demonstrate our ability to transform nature's most powerful elements into scientifically proven skincare solutions," says Isabelle Lacasse, Head Global Marketing, Product Line Management & Formulation Lucas Meyer Cosmetics at Clariant. "They represent our commitment to sustainable innovation while delivering measurable results for consumers."

The "Skin Sanctuary" concept brings three targeted formulas that supports the skin barrier throughout daily selfcare routines. At its heart is the new Plantasens™ Emulsifier HP49, an oil-in-water system that shows strong moisturizing properties while leaving a soft after-feel upon application. Combined with Clariant's Plantasens emollients, the collection of three formulas create a protective cocoon for the skin.

Aristoflex SUN is a cutting-edge rheology modifier designed for modern sun care products, addressing the growing "Skinification of sun care" trend. It ensures superior UV filter stability at optimal level, while creating the light, fresh textures ideal for daily UV protection products. With the growing trend toward multi-functional skincare products, Aristoflex SUN offers formulators enhanced flexibility in creating sophisticated sun care solutions that meet modern consumer preferences.

This new product further complements Clariant's portfolio dedicated to sun care, including our recently launched and award winning Eclipsogen™ CAP range. This technology offers a stable encapsulation system designed to safeguard UV filters, yielding homogeneously dispersed particles for enhanced SPF performance. Eclipsogen CAP stands out for its outstanding sensory profile, delivering a light skin feel with no white cast that consumers appreciate in their daily sun care routine.

In the preservation category, Nipaguard SCE Vita introduces Clariant's first fully naturally derived preservation blend for cosmetics. Built upon the innovative Velsan™ SC booster technology, this solution enables the formulation of products with 100% Renewable Carbon Index while providing comprehensive antimicrobial protection against microorganisms.

Note to the editor:

More detailed media releases for individual product launches can be downloaded from our [event page](#), where you can also find the complete CLARIANT BEAUTY EVENT GUIDE with detailed timetable of presentations and activities.





Clariant Beauty, new launch at in-cosmetics Global, booth 1D30. © Clariant

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