

## News Release

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### **Merck KGaA, Darmstadt, Germany, launches new cosmetics ingredients inspired by superfoods**

- **Two new products, RonaCare® Baobab and RonaCare® Hibiscus, specifically developed to actively promote a beautiful, youthful skin**
- **Powerful ingredients from the Baobab (tree of life) and Hibiscus**
- **Approved by COSMOS and Halal certified, vegan and stem from 100 % natural origin (ISO 16128 standard)**

Darmstadt, Germany, February 7, 2022 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, introduces two new cosmetic ingredients: RonaCare® Baobab and RonaCare® Hibiscus. These two products are developed from the nutrient-rich superfoods, the baobab fruit and the hibiscus flower, whose effects can also be used for the skin. The botanical extracts are ethically sourced, sustainable, and suitable for the use within a wide range of topical products, from daily skin care to dermocosmetics.

RonaCare® Baobab shows a strong protection of skin firmness and elasticity, and furthermore reduces skin redness. RonaCare® Hibiscus also minimizes skin redness, supports the care of sensitive skin, shields from oxidative stress, protects skin firmness and youthful suppleness, and furthermore increases skin cells' vitality.

"Superfoods are well known for their numerous benefits and their success among consumers is now extending to skin care", explained Wiebke Dondras, Head of Cosmetics Surface Solutions at Merck, KGaA, Darmstadt, Germany. "Our superfood extracts are specially formulated to preserve the beauty and youthfulness of the



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skin. These powerful ingredients are true assets for the skin and support well-being in a permanently changing environment.”

RonaCare® Baobab and RonaCare® Hibiscus are Halal certified, vegan and stem from 100% natural origin. They also fulfill the COSMOS-standard, that defines the requirements and definitions for organic and/or natural cosmetics.

The products fit into the range of botanical- and marine-derived cosmetic actives that the Surface Solutions business unit will launch in the next months.

This development supports the company’s strategic approach to strengthen its business and that of its customers with sustainable products.

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### **About Merck KGaA, Darmstadt, Germany**

Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across healthcare, life science and electronics. Around 58,000 employees work to make a positive difference to millions of people’s lives every day by creating more joyful and sustainable ways to live. From advancing gene editing technologies and discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2020, Merck KGaA, Darmstadt, Germany, generated sales of € 17.5 billion in 66 countries.

The company holds the global rights to the name and trademark “Merck” internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany operate as EMD Serono in healthcare, MilliporeSigma in life science, and EMD Electronics. Since its founding in 1668, scientific exploration and responsible entrepreneurship have been key to the company’s technological and scientific advances. To this day, the founding family remains the majority owner of the publicly listed company.