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News Release

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Innovations and Concepts with Added Value: Merck KGaA, Darmstadt, Germany at the in-cosmetics 2015 Trade Show

- **Pigment innovations: sunny orange expands high-quality product range for attractive cosmetics**
- **The Beauty of Asia: expert knowledge from Merck KGaA, Darmstadt, Germany, for a diverse market**
- **RonaCare® SereneShield and RonaCare® Cyclopeptide-5: expertise for innovative dermocosmetics**
- **Suprima®: quality brand for high-quality pigments**
- **Merck KGaA, Darmstadt, Germany, and Huntsman celebrate 20th anniversary of their cooperation for inorganic UV filters**

Darmstadt, Germany, March 31, 2015 – Merck KGaA, Darmstadt, Germany, will present innovative pigments and new active ingredients for the cosmetics industry at the in-cosmetics 2015 trade show. As one of the leading manufacturers of cosmetic constituents, Merck KGaA, Darmstadt, Germany, will unveil new products and innovative concepts for decorative and skin care cosmetics in Barcelona from April 14 to 16.

Color-intensive appearance: Colorona® Tangerine Orange

A new effect pigment our portfolio is opening up new opportunities for high-quality, attractive cosmetics and is also easy to use. With its intensive orange, metallic luster and good hiding power, Colorona® Tangerine Orange brings lipsticks and lip glosses, nail polishes, eye shadows and many more products to the sunny side of life. Based on

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Merck KGaA

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natural mica, it also imparts a delicate tanning effect to face and body care products for a radiant complexion. Colorona® Tangerine Orange can be easily incorporated into various cosmetic formulations.

The Beauty of Asia – learn from the experts

The fast-growing Asian market is increasingly gaining the attention of the cosmetics industry. However, access to the market is not easy because customers in China, Japan, Korea, India and the other Asian countries have substantially different expectations regarding cosmetics. Visitors to in-cosmetics 2015 can experience the special nature and “The Beauty of Asia”: our experts will share their knowledge of market trends, customer preferences and formulations specially developed for Asian skin.

RonaCare® SereneShield: healthy microflora – healthy skin

RonaCare® SereneShield is Merck KGaA, Darmstadt, Germany’s innovation for dermocosmetic care. RonaCare® SereneShield works with a unique 3R effect: It **Re**-adjusts the skin’s own microflora, **Reduces** inflammation and **Regulates** sebum production. After all, oily, blemished skin does not necessarily disappear as puberty comes to an end. Even in adults, overactive sebaceous glands can lead to acne and cause skin to appear as if it is not properly cared for, has large pores and is uneven. In many areas of life, however, healthy facial skin and complexion play an important role. RonaCare® SereneShield strengthens the skin’s defense system and helps prevent acne and skin redness. The result is a refined, healthy appearance of the skin.

Anti-aging skin care with RonaCare® Cyclopeptide-5

Trends and lifestyle are increasingly shaping the cosmetics industry. Merck KGaA, Darmstadt, Germany, has recognized “optimism” as a trend and made it a topic for its in-cosmetics 2015 exhibition. This topic is dedicated to people who have reached middle age and beyond and who are full of confidence, have a positive attitude towards life, and are open to new ideas. They embrace life with all their enthusiasm, experience and creativity. However, a feeling of attractiveness is relevant to a sense of wellbeing. RonaCare® Cyclopeptide-5 in anti-aging skin care products improves the elasticity of the



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dermis, so this generation feels completely comfortable in their skin, and their appearance reflects their positive attitude toward life.

Suprima®: pigment quality in a new dimension

Suprima® is the name of Merck KGaA, Darmstadt, Germany's innovative quality brand. Its products are based on a new concept in the documentation of pigments for decorative and skin care cosmetics. The Suprima® quality concept offers customers a comprehensive dossier that is a step ahead of the steadily increasing demands in the cosmetics industry. With a wealth of product-specific data, regulatory information and certificates in a compact form, the Suprima® dossier offers customers optimal support in the use of Merck KGaA, Darmstadt, Germany pigments and contains data that have not been previously disclosed to customers. Suprima® sets new quality standards in cosmetics.

Twenty years of successful partnership for mineral sun protection

When it comes to inorganic UV filters, customers worldwide rely on the experience gained over 20 years within the scope of the extremely successful partnership between Merck KGaA, Darmstadt, Germany, and Huntsman (formerly Sachtleben). This relationship established in 1995 has since generated a broad portfolio: Products of the Eusolex® T and UV-TITAN™ brands offer a wide range of possibilities for classic sun protection products such as sunscreen, especially for sensitive skin and children's products and for use in daily skin care and decorative cosmetics. The innovative inorganic UV filters provide optimum broadband protection and meet market requirements for modern sun protection formulations. Within the partnership, Merck KGaA, Darmstadt, Germany, is responsible for the cosmetic application technology, customer service and marketing, while Huntsman is responsible for developing and manufacturing the products. Eusolex® T is a registered trademark of Merck KGaA, Darmstadt, Germany. UV-TITAN™ is a trademark of Huntsman Corporation or an affiliate thereof.



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Visitors to in-cosmetics 2015 in Barcelona will find Merck KGaA, Darmstadt, Germany, at **stand 6T51**.

In addition, visitors interested in learning more can attend the following innovation seminar held by Merck KGaA, Darmstadt, Germany:

- A journey to highest efficacy and SUPRIMA® quality: improved cosmetics for color and skin // April 15, 2015 // 3:30 – 4:00 p.m. (Innovation Seminar Theatre 2)

Cosmetic ingredients from Merck KGaA, Darmstadt, Germany: Merck KGaA, Darmstadt, Germany, is a leader manufacturer of ingredients for the cosmetic industry. Along with decorative effect pigments, the company offers its customers functional solutions in the field of skin care and protection. In particular, effect pigments and functional products are used in many cosmetic products and in packaging in order to provide color, luster, gloss and other effects and to strengthen brand identity. Merck KGaA, Darmstadt, Germany, offers a wide range of active ingredients used in skin care cosmetics to protect the skin against UV radiation and premature aging.

Merck KGaA of Darmstadt, Germany, is a leading company for innovative and top-quality high-tech products in healthcare, life science and performance materials. The company has six businesses – Biopharmaceuticals, Consumer Health, Allergopharma, Biosimilars, Life Science and Performance Materials – and generated sales of € 11.3 billion in 2014. Around 39,000 employees work in 66 countries to improve the quality of life for patients, to foster the success of customers and to help meet global challenges. Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company – since 1668, the company has stood for innovation, business success and responsible entrepreneurship. Holding an approximately 70% interest, the founding family remains the majority owner of the company to this day. Merck KGaA, Darmstadt, Germany holds the global rights to the Merck name and brand. The only exceptions are Canada and the United States, where the company operates as EMD Serono, EMD Millipore and EMD Performance Materials.

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