

## Roquette Beauté Launches a New Biodegradable Pea-Based Film Former at in-cosmetics® Global 2024

*Beauté by Roquette® ST 730 is a water-resistant film former with a clinically proven lifting effect.*

La Madeleine, France — April 15, 2024 — On the occasion of in-cosmetics® global, taking place in Paris, France, from April 16 to 18, 2024, Roquette Beauté is proud to introduce its latest ingredient, Beauté by Roquette® ST 730 INCI Hydroxypropyl Starch, to the cosmetics market. This game-changing ingredient caters to the rising consumer demand for plant-based cosmetics that deliver both sustainability and clinically proven efficacy in their skincare and makeup products.

### **Unleashing the power of pea: an attractive sustainable resource**

Roquette Beauté's new ingredient is from pea starch origin, a sustainable and attractive crop that has minimal impact on water resources, climate change and land use. In line with Roquette's circular production model, we utilize almost one hundred percent of the components of the yellow pea grain, contributing to a positive environmental footprint.

### **Unveiling higher water resistance than synthetic film formers**

Long-lasting and water resistance are key benefits in makeup applications. As a matter of fact, around the world, over 50% of makeup consumers say they will privilege a product that has long-lasting claims.\*

In different studies performed, our Beauté by Roquette® ST 730 at 5% showed higher water resistance compared to industry benchmark film formers, such as pullulan and polyvinylpyrrolidone (PVP), at the same concentration.

### **Revealing clinically proven benefits to reduce wrinkles**

Among the products in their skincare routine, consumers largely seek tightening effects as a benefit in their eye care and face care products, as they want visible results in these delicate wrinkle-prone areas.

An *in vivo* study\*\* was performed on 40 volunteers to analyze the tightening power of our new ingredient. Beauté by Roquette® ST 730 at 4% significantly decreases fine lines and wrinkles. 82% of the study participants said that fine lines and wrinkles were diminished.

"We are very proud of the addition of Beauté by Roquette® ST 730 to our product range," says Bénédicte Courel, Roquette Beauté General Manager. "Consumers are eager to green up their skincare and makeup routines, replacing synthetic or controversial ingredients with plant-based alternatives but without compromising on efficacy or benefits. Beauté by Roquette® ST 730 is a game-changer for cosmetic brands aiming to incorporate plant-based solutions in their formulations while delivering a visible lifting effect to consumers' skin care and makeup routines."

\* Kantar Profiles/Mintel, April 2023, June 2023; KuRunData/Mintel, May 2023

\*\* Beauté by Roquette® ST 730 was evaluated at 4% and compared to a placebo. The cutaneous relief parameters were measured on 40 volunteers (45 to 65 yo), in one application, using 3D PRIMOS® Lite (LMI Technologies).

### **About Roquette: "Offering the Best of Nature"**

Roquette is a family-owned global leader in plant-based ingredients and a leading provider of pharmaceutical excipients. Founded in 1933, the company currently operates in more than 100 countries, through more than 30 manufacturing sites, has a turnover of around 5 billion euros, and employs almost 10,000 people worldwide.

Life and nature have been our sources of inspiration for decades. All our raw materials are of natural origin. From them, we enable a whole new plant-based cuisine; we offer pharmaceutical solutions that play a key role in medical treatments; and we develop innovative ingredients for food, nutrition and health markets. We truly unlock the potential of nature to improve, cure and save lives.

Thanks to a constant drive for innovation and a long-term vision, we are committed to improving the well-being of people all over the world. We put sustainable development at the heart of our concerns, while taking care of resources and territories. We are determined to create a better and healthier future for all generations. Learn more about Roquette at this [link](#).

### **About Roquette Beauté**

Empowered by 90 years of recognized experience in health and nutrition, Roquette has been applying its expertise to beauty through sustainable, innovative and high-performance biodegradable plant-based ingredients since 2018.

Sensory benefits are essential to beauty rituals because they transform cosmetic products into holistic pleasurable experiences. As people also need to feel perfectly safe, they are looking for products with the right balance between nature and technology. Since its creation, Roquette Beauté has achieved key milestones throughout its journey with the opening in late 2020 of the Roquette Beauté Expertise Center in Paris and an offering of 26 ingredients to the market.

### **MEDIA CONTACT:**

Roquette Beauté: Sophie Castelain | [sophie.castelain@roquette.com](mailto:sophie.castelain@roquette.com)

Roquette Corporate Communications: Susannah Duquesne | [susannah.duquesne@roquette.com](mailto:susannah.duquesne@roquette.com)