

## **Roquette Beauté Launches a Game-Changing Sensory Powder at in-cosmetics® Global 2025**

*Beauté by Roquette® ST 305 has an advanced patent-pending porous structure with unique compaction properties and sensory benefits, making it an ideal alternative to mineral and synthetic powders.*

**La Madeleine, France — March 31, 2025 —** On the occasion of in-cosmetics® Global, taking place in Amsterdam, The Netherlands, from April 8 to 10, 2025, Roquette Beauté is proud to introduce its latest ingredient, Beauté by Roquette® ST 305, INCI Amylopectin, to the cosmetics market. This breakthrough ingredient meets the evolving market and consumer demand for high-performance and sustainable cosmetics products, offering an exceptional alternative to mineral and synthetic powders, bringing unique sensory benefits and compaction properties across various cosmetic applications, including makeup, skin care, toiletries, hair care, and fragrances. Beauté by Roquette® ST 305 is also shortlisted for the In-Cosmetics® global 2025 Innovation Zone Best Ingredient Award – Functional Category.

### **Delivering Advanced Performance with a Patent-Pending Porous Structure**

Beauté by Roquette® ST 305 amylopectin is sustainably sourced from non-GMO waxy corn starch, making it an environmentally friendly choice for cosmetic formulations. It is readily biodegradable and non-ecotoxic, has a white color, is talc-free and free from nanoparticles.

What makes Beauté by Roquette® ST 305 unique is its advanced patent-pending porous structure, obtained through enzymatic hydrolysis, that brings exceptional compaction properties compared to other natural powders on the market.

The unique sensory and compaction properties of Beauté by Roquette® ST 305, as well as its affinity with various oils and water, provide cosmetic formulators with the flexibility to create innovative and high-performance products in a wide range of cosmetic applications, including makeup, skin care, toiletries, hair care, and fragrances whether in loose or compacted forms.

### **Maintaining Superior Color Integrity**

Beauté by Roquette® ST 305 excels in maintaining color integrity. In tests\*, this ingredient demonstrated superior color retention, outperforming native corn starch and equaling the performance of talc and porous silica beads. This benefit eliminates the need for additional pigments, making it a cost-effective and attractive solution for color cosmetic products.

Additionally, Beauté by Roquette® ST 305\* is brighter than talc, silica, and porous silica, while being less yellow than other natural sensory powders derived from native corn starch.

### **Providing an Unparalleled Matte Finish and Superior Shine Control**

In addition, Beauté by Roquette® ST 305 offers superior mattifying power, making it ideal for matt-finish color cosmetics, like lipsticks. Tests\*\* have shown that this sensory powder significantly reduces shine, delivering a flawless matte finish in makeup products. In foundation formulations, Beauté by Roquette® ST 305 achieved a 96% reduction in shine compared to placebo.\*\*\*

Its sebum absorption capabilities\*\*\*\* also outperformed native corn starch and silica beads and were comparable to polymethyl methacrylate (PMMA). These attributes make Beauté by Roquette® ST 305 ideal for controlling sebum, ensuring a long-lasting matte appearance.

Furthermore, at a concentration of 65% in a loose powder formulation, Beauté by Roquette® ST 305 proved to smooth crow's feet, blur the eye contour, and improve skin texture, providing a flawless and youthful appearance.

"We are very proud of the addition of Beauté by Roquette® ST 305 to our product range," says Bénédicte Courel, General Manager of Roquette Beauté. "We believe, it is a real game-changer and responds to the growing need for cleaner label ingredients in the cosmetics market. The unique sensory and compaction properties of Beauté by Roquette® ST 305, as well as its affinity with various oils and water, provide cosmetic formulators with the flexibility to create high-performance products across a variety of cosmetic applications."

The Roquette Beauté team has designed exclusive formulations showcasing Beauté by Roquette® ST 305 amylopectin for visitors to touch and feel firsthand its unique sensory and compaction properties in a variety of cosmetic products at Roquette's booth 5D130 during in-cosmetics Global in Amsterdam from April 8-10, 2025.

\*The impact of sensory powders on the color and brightness of a formula was measured by a BYK spectrophotometer. L represents brightness of the color ranging from 0 to 100.

\*\*The measurement of hanging test was conducted following the Byko-Charts protocol.

\*\*\*For the study of sebum absorption, sebum was modeled by caprylic/capric triglyceride oil. This oil was chosen because it approximates the natural oils produced by the skin, allowing for a realistic evaluation of the powder's performance in controlling shine and maintaining a matte finish.

**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, with a turnover of around €4.5 billion in 2024, 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, the opening of a new Expertise Center in Shanghai in 2025, and an offering of 27 ingredients to the market.

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