



Roquette Beauté opens its first Expertise Center near Paris

Designed around an experimental consumer laboratory and collaborative spaces, the Roquette Beauté Expertise Center will support customers and partners to better address the plant-based cosmetics market challenges

La Madeleine (France), October 7, 2020 – Roquette, a global leader in plant-based ingredients for food, nutrition and health markets, announced today the opening of its first expertise center to support and boost innovation and cooperation in the field of cosmetics. This unique site is an important milestone in Roquette Beauté's development strategy and willingness to be recognized as the B2B expert in plant-based ingredients for cosmetics for the years to come.

The Roquette Beauté Expertise Center will start operating in November and is located in La Plaine-Saint-Denis, in the Paris region (France), a strategic venue easily accessible for worldwide customers and partners and close to the heart of beauty's heritage.

Designed to encourage co-creation, experts' collaboration and knowledge sharing, this first Expertise Center offers Roquette Beauté's scientific teams and customers, collaborative spaces in a pleasant, high-quality working environment. The facility extends over 600 square meters and integrates state-of-the-art equipment, an application laboratory, a testing center with a dedicated area for sensorial analysis where lab results and prototypes can be evaluated by different panels of consumers, an auditorium for interactive and creative thinking, an R&D laboratory and offices for the Roquette Beauté staff.

The new Roquette Beauté Expertise Center is also equipped with cutting-edge digital technologies such as 360° laboratory cameras to formulate live with Beauté by Roquette® ingredients and online with formulator teams at the other side of the world. As part of the "phygital" strategy, combining physical assets and digital technologies, these news premises will definitively accelerate worldwide exchanges and innovation.

"We are very excited to open and to soon welcome our customers and partners in our first Expertise Center. Working together in an inspiring and innovative space will enable us to meet the complex and versatile demands of consumers" declared Bénédicte Courel, General Manager of the Cosmetics Business at Roquette. "Only two years after its successful launch, Roquette Beauté has expanded its footprint, with a presence in Europe, North America and Asia, and developed already 20 brand new plant-based ingredients. This new milestone is key to continue to reinforce our collaboration with our customers and partners and to address the increasing consumers demand for innovative, high performing and natural-based formulations".

Breast Cancer Awareness Month in October

To celebrate the launch of Beauté by Roquette 20th ingredient and its new Expertise Center, Roquette Beauté supports the "Octobre rose" cause and the "Look Good, Feel Better" (Belle et Bien) association that offers beauty treatments to women fighting cancer.

With the campaign "20 Shapes of Roquette Beauté" on LinkedIn, for 20 days 20 pictures of the new Expertise Center will be revealed throughout the month, one picture per day. This digital campaign success will enable Roquette to sponsor the "Belle et Bien" association in organizing several workshops in France for women fighting cancer.

To learn more about Roquette Beauté, visit this web [link](#).
And our page [Roquette Beauté LinkedIn](#)

About Roquette: “Offering the best of nature”

Roquette is a global leader in plant-based ingredients, a pioneer of plant proteins and a leading provider of pharmaceutical excipients. In collaboration with its customers and partners, the group addresses current and future societal challenges by unlocking the potential of nature to offer the best ingredients for food, nutrition and health markets.

These ingredients respond to unique and essential needs, enable healthier lifestyles and are critical components of life-saving medicines.

Thanks to a constant drive for innovation and a long-term vision, the group is committed to improving the well-being of millions of people all over the world while taking care of resources and territories.

Roquette currently operates in over 100 countries, has a turnover of around 3.7 billion euros and employs 8,670 people worldwide.

Learn more about Roquette: <https://www.roquette.com>

Media contacts:

Roquette Corporate
Carole Petitjean
carole.petitjean@roquette.com

OXYGEN PR Agency
roquette@oxygen-rp.com
+33 3 74 02 03 83