

Colombes, January 25, 2016

Arkema's Sweet Mellow Gum cosmetic formulation awarded at COSMETAGORA

With *Sweet Mellow Gum* , Arkema placed 3rd for the innovation award at the French formulation exhibition, Cosmetagora. 48 exhibitors took part in this formulation contest with concepts around the topic "surprising cosmetics, amazing formula."

With its very unique transforming texture, "Sweet Mellow Gum" is an inspiring formulation which is both simple and original. Its supple and mellow texture ensures an easy pick-up and surprises with its quicksand effect. Dense, rebounded and powdery, this make-up primer ensures a skin perfecting blur effect: it instantly blends fine lines and wrinkles, controls shine, and evens skin tone while enhancing skin radiance. Fully transparent, *Sweet Mellow Gum*, leaves an incredible soft touch to the skin.



As a pioneer in the field of sensory powders, Arkema has designed this innovative powdery primer which highlights the properties of its Orgasol® multifunctional powders range, especially Orgasol® 4000 EXD NAT COS CARESSE .

For further information on Orgasol® powders, visit orgasolcosmetics.com

A designer of materials and innovative solutions, Arkema shapes materials and creates new uses that accelerate customer performance. Our business portfolio spans high-performance materials, industrial specialties and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €7.5 billion in 2014, we employ approximately 19,200 people worldwide and operate in close to 50 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France and Asia concentrate on advances in lightweight materials, renewable feed stocks, energy generation and storage, water treatment, electronics and 3D printing. For the latest, visit

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