

NEWS RELEASE
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The ANJAC group joins forces with BEAUTYLITIC in response to changes in the Clean Beauty market.

A UNIQUE SERVICE TO GUIDE CUSTOMERS TOWARDS EVER CLEANER PRODUCTS.

For several years now, **ANJAC Health & Beauty**, a French manufacturing group that designs and develops beauty, health and food supplement products in Europe and the United States, has been innovating and pushing its R&D expertise to continually deliver **healthier, more natural and better performing** solutions.

At a time when consumers have growing expectations in terms of "clean" beauty products, retailers are the driving force and the movement is gaining momentum. ANJAC stands out by now offering its customers a **unique and exclusive service to assist them in developing tailor-made, "cleaner" products. Thanks to the Beautylitic tool, each brand can leverage insightful data that will guide its choices, while remaining true to its DNA and strategy. "Healthier and more transparent beauty is relevant for all brand profiles and the industry as a whole, with each brand having its own specificities,"** says Anne Rutigliano, Marketing and Communication Director at ANJAC Health & Beauty.

Without a regulated standard, the definition of "clean" has no reference framework to reflect the true value of real market innovations and brand efforts. "It became necessary for us to find a tool to characterize and position the clean solutions offered by the ANJAC group's R&D laboratories and to display the possible solutions in a transparent way. We are proactive because we are convinced that the conventional standard in the future will be healthier and more natural, without sacrificing product sensoriality and performance, which will remain critical," explains Anne Rutigliano, Marketing and Communications Director at ANJAC Health & Beauty.

BEAUTYLITIC, A DYNAMIC TOOL BOASTING FORMULATORY INTELLIGENCE AND SCIENTIFIC TRANSPARENCY.

BEAUTYLITIC, founded in 2018 by Candice Colin, is a B2B SaaS platform that conducts a scientific evaluation of cosmetics, making it possible to analyze formulas and characterize one product in comparison to another based on scientific studies. This tool enables ANJAC to offer its customers an **objective, scientific assessment of the brand's products and market products alongside ANJAC formulas.** In addition, the BEAUTYLITIC database is continuously updated to remain in line with US and EU regulations and the latest scientific studies. *"All our R&D, marketing and sales staff have been trained to use the tool by the BEAUTYLITIC team. Thus, in advance of our internal innovations or customer projects, we can evaluate the clean performance of our formulas and challenge them to the maximum, highlighting their strengths but also the pathways to taking clean even further,"* explains Pierre Planes, Innovation and R&D Director at Sica Cosmétiques, and Chairman of the Anjac R&D committee.



A SOLUTION IN LINE WITH THE ANJAC CSR STRATEGY

As part of its strong commitment to the "Clean Beauty" movement, the ANJAC group has already deployed a "Clean & Safe" charter to support brands in their decision-making with a 360-degree approach that does not compromise effectiveness or sensoriality. The BEAUTYLITIC reinforces that dynamic by providing personalized and qualified "clean" services. With biodiversity and environmental impact criteria soon to be introduced, **brands will be able to freely choose their level of sustainability stringency.**

Thus, with this highly visionary and innovative approach, **ANJAC shows its ability to go further in the performance of healthy formulas, as well as the importance of preserving resources.** Sustainable innovation no longer amounts to a mere product or a technology, because today's expertise and scientific intelligence make it possible to innovate differently.

ABOUT THE ANJAC HEALTH & BEAUTY GROUP

The French group ANJAC Health & Beauty is a partner of beauty and wellness brands and health laboratories. It designs and manufactures, from raw material to finished product. It comprises 12 companies with complementary expertise, as well as 20 R&D and production sites in France, the United States (California) and Spain: Aircos, Chemineau, Cosmetix West, Euro Wipes, Feltor, Innovi, LPEV, Pascual Cosmétiques, Roval Cosmétiques, Shadeline and Sicaf.

Created in 2008, the Group now employs more than 2,000 people and has consolidated sales of 400 million euros.

Placing innovation at the heart of its model with its unique "3 Recherches" system and its expertise in plant-based ingredients, it offers customized services and turnkey products to its customers.

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