

## Press Release

### **Cosmetochem launch botanical, standardized, liposomal powders**

Steinhausen, February 26, 2010 – **Cosmetochem International AG launch Liposome Herbasec® a novel range of standardized botanical extracts in a liposomal-based powder form.**

#### **Liposome carriers are effective penetration enhancers**

The liposomes in the freeze-dried dispersion of Liposome Herbasec® are reformed when dispersed in water, re-encapsulating the concentrated plant extract. Liposomes serve as carriers to the skin, increasing the bioavailability of the plant extracts. Phospholipids are the safest, mildest substances which allow the penetration of the plant actives into the deeper layers of the epidermis and avoid the use of solvents.

#### **Advantages of Liposome Herbasec®**

Liposome Herbasec® has the advantage of being manufactured from plant-derived, non-GMO raw materials from renewable resources and is water-dispersible, solvent- and preservative-free and BDIH conform.

#### **Current Liposome Herbasec® Portfolio**

There are five extracts in the current Liposome Herbasec® range which are standardized for specific phytochemicals. White and green tea are standardized for caffeine and total polyphenols, white hibiscus for fruit acids, guarana for caffeine and aloe vera is guaranteed aloin-free.

#### **Personal Care Applications**

Liposome Herbasec® can be used in a wide range of personal care applications but is particularly suitable for skin care.

#### **Product Launch**

Cosmetochem will be launching Liposome Herbasec® at in-cosmetics Paris (April 13-15) on Stand No. J100.

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Cosmetochem International AG is a Swiss-based company, specialized in the production of high quality, customized botanical extracts and actives. We have an extensive list of extracts which exist in both liquid (Herbasol® & Herbamilk™) and dry powder (Herbasec®) forms and are sold internationally to all major cosmetic and toiletry manufacturers in over 60 countries worldwide.