

Press Release

Citrolumine 8™ – winner of one of 'The China Personal Care & Cosmetics Innovation Awards 2011'

Steinhausen, March 7, 2011 – **Cosmetochem International AG wins for its skin lightener Citrolumine 8™ the CPCI Award during PCHI.**

Citrolumine 8™ was one of the winners of the China Personal Care & Cosmetics Innovation Awards 2011. The awards ceremony was held at The Personal Care and Homecare Ingredients (PCHI) trade show 2011 on February 22, 2011 in Shenzhen. It was accepted on behalf of Cosmetochem International AG by Jane Zhang from Shanghai Toshisun, Cosmetochem's distributor in China.

Citrolumine 8™ was first launched by Cosmetochem International AG at in-cosmetics Asia in November 2010 and will be launched in Europe at in-cosmetics in Milan. Based on liposomal-encapsulated citroflavonoids extracted from citrus fruits, Citrolumine 8™ is a safe, plant-derived cosmetic active which fades age spots and brightens skin tone. It has been shown to be effective in both *in vitro* and *in vivo* studies and has been developed for anti-ageing products and products to brighten the skin tone and increase skin radiance.

Product Launch

Cosmetochem will be launching Citrolumine 8™ in Europe at in-cosmetics Europe, Milan, (March 29-31) on Stand No. N30.



((Jane Zang from Shanghai Toshisun, Cosmetochem's distributor in China, accepting the award.))

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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.