

Press Release

usNeo™ – a naturally effective deodorant and antibacterial active

Steinhausen, October 10, 2011 – **Cosmetochem International AG launches new botanical active usNeo™.**

New from Cosmetochem International AG, usNeo™ addresses the growing trend for effective, plant-based actives. Derived from the alpine lichen, *Usnea barbata*, and with *in vitro* and *in vivo* claims data, it supports customers wishing to take a natural approach and has the following properties:

- Active against Gram positive body odour-forming bacteria
- Preserves normal skin flora
- Plant-derived solvent
- Naturally-derived complexing agent from molasses
- Preservative-free
- Not tested on animals

Product Launch

Cosmetochem will be launching usNeo™ in Asia at in-cosmetics Asia, Bangkok / Thailand, (November 2-4) on Stand No. D38.

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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.