

## Press Release

Steinhausen, March 8<sup>th</sup> 2017

## Lipoid Kosmetik – New Product Launches at in-cosmetics London

Lipoid Kosmetik is a leading manufacturer of high-quality botanical extracts, actives and natural phospholipid products for the cosmetic and personal care industry. With a clear insight into our consumers' needs, Lipoid Kosmetik showcases new products at the in-cosmetics in London (stand No. M10).

### HerbaShield® URB – The Natural Solution to Pollution

At in-cosmetics Global 2017 we will launch HerbaShield® URB, a COSMOS-approved botanical active with pronounced anti-pollution and efficient detoxification activity. This new product provides a natural protection for skin exposed to urban challenges:

- Reduction of pollution-induced skin damage
- Efficient detoxification of air pollutants
- Enhanced protection against environmental stress

HerbaShield® URB is a self-preserving, three-component system based on watercress, horsetail and nettle extracts. The active substances of the plants are embedded in a unique matrix of phospholipids and maltodextrin, resulting in an easy-to-use powder formula combining the benefits of botanical extracts and phospholipids.

- Unique combination of plant-derived active substances and phospholipids
- COSMOS-approved raw material

We look forward to meeting you at in-cosmetics Global 2017 and present you more details about HerbaShield® URB at our stand M10.

### About Lipoid Kosmetik AG

Lipoid Kosmetik is a leading manufacturer of high-quality botanical extracts, actives and natural phospholipid products for the cosmetic and personal care industry. As a pioneer in these fields, Lipoid Kosmetik has gained an outstanding reputation in the global cosmetic industry over the last 40 years. This long-standing expertise, in combination with the exceptional quality of our portfolio, enables our customers to develop market innovative, functional and natural cosmetic products meeting the highest standards. We make beauty natural.

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