

## Press release

Holzminden, March 20, 2025

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# Symrise AG launches Mindera<sup>®</sup> platform, ushering in a new era of plant-based product protection

- Mindera<sup>®</sup> technology sees launch of four, patent-protected, 100%-plant-based ingredients
- High-performing natural products smartly combine to provide multifunctional protection in line with a clean beauty mindset
- Innovative formulation and sustainability benefits broaden the formulator toolbox for product protection

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**Symrise AG introduces Mindera<sup>®</sup> product platform that unlocks the future of natural cosmetic product protection. The groundbreaking 100% plant-based product-protection technology heralding a new era of clean beauty. Leveraging decades of expertise, Symrise's Mindera<sup>®</sup> offers a natural shield for personal care formulations by delivering superior, multifunctional broad-spectrum activity.**

The Mindera<sup>®</sup> line-up consists of four products, each with different multifunctionalities. Mindera<sup>®</sup> Ma, an antimicrobial, chelating, antioxidant, and soothing agent, helps stabilize emulsions. Mindera<sup>®</sup> CH, an antimicrobial, chelating, antioxidant, and soothing agent, helps reduce sebum. Mindera<sup>®</sup> AA acts as an antimicrobial and chelating agent, and Mindera<sup>®</sup> Cin as an antimicrobial agent with antioxidant and soothing properties. The ingredients are working in various combinations to protect leave-on cosmetic formulations – like emulsions, serums, and conditioner – from microorganisms. This way, Mindera<sup>®</sup> technology strengthens Symrise's leading portfolio of product protection solutions and provides formulators with a versatile toolbox that they can adjust to their needs.

The launch of Mindera<sup>®</sup> also marks a new dawn in sustainable, natural formulations. All Mindera<sup>®</sup> products are 100% plant based. They are using natural substances known from the food industry and are scientifically proven as safe for consumers and the environment. Supported by a variety of patents, the Mindera<sup>®</sup> platform helps customers to meet the growing market demand for pure plant-based cosmetics. Thanks to carefully designed combinations of Mindera<sup>®</sup> products, Symrise delivers natural solutions ensuring the highest standards of safety and performance.

“With Mindera<sup>®</sup>, we are solving the Naturalness Performance equation in cosmetic product protection,” says Sabine Lange, Director Functional Efficacy & Application at Symrise. “Over many years, we have worked to identify the right plant-based substances in the right combinations to deliver efficient and effective protection. As the global leader in innovative product protection, Symrise proudly brings this game-changing technology to the market, providing customers with the adaptable, natural solutions they need for their formulations.”

### **About Symrise:**

*Symrise is a global supplier of fragrances and flavors, cosmetic active ingredients as well as functional ingredients. Its customers include perfume, cosmetics, food and beverage manufacturers, the pharmaceutical industry and producers of dietary supplements and pet food.*

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*With sales of around €5.0 billion in the 2024 financial year, the company is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 locations in Europe, Africa and the Middle East, Asia, the USA and Latin America.*

*Together with its customers, Symrise develops new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.*

*Symrise – always inspiring more...*

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