PRESS RELEASE

Bio-on S.p.A.

Big success for Bio Cosmetics. Bio-on's bioplastic for cosmetics officially presented at "Future of Formulations in Cosmetics"

New formulation of revolutionary PHA bioplastic by Bio-on presented at the international conference on the future of cosmetics, in Budapest, Hungary.
Bio Cosmetics can replace the microbeads contained in cosmetics that pollute the seas.

Bologna (Italy) 23 May 2016 – On 18 and 19 May 2016, at the "Future of Formulations in Cosmetics" conference in Budapest, **Bio-on** presented **Bio Cosmetics**, the new patent dedicated to personal care products directly to leading cosmetics companies for the first time. "Future of Formulations in Cosmetics" is the landmark international event for the future of cosmetics and it was attended by top management from **L'Oreal Paris, Yves Rocher, Basf, Belcorp, Coty, Cargill, Clariant Produkte, L'Occitane Group, INTERCOS** and many more.

Bio-on's new product received a great deal of interest for the immediate responses it provides to the themes discussed at the conference: *product sustainability, product safety for children, preservatives in cosmetics products, possible replacement of microbeads, "green" Vs conventional products.*

The new formulation, called **Minerv PHA Bio Cosmetics** (type C1), is designed to make microbeads suitable for the cosmetics industry. The plastic micro particles (known as microbeads) currently used as thickeners or stabilisers in such widely used products as lipstick, lip gloss, mascara, eye-liner, nail polish, creams, shampoo, foam bath and even toothpaste pollute the environment because once they are rinsed off after use (or after washing), they become a permanent part of the natural cycle: plankton in the rivers and seas swallow these microscopic plastic particles and thus introduce them into the food chain. **The level of pollution is so serious that the USA government has decided to bring in a law** (*Microbead-Free Waters Act of 2015*) **banning the use of oil-based polymers in body care products**. The use in cosmetics products of **Minerv PHA Bio Cosmetics eliminates these pollutants** because the micro particles of bioplastic are naturally biodegradable in water and, therefore, do not enter the food chain. What is more, the biopolymer developed at the **Bio-on** laboratories actually decomposes into a nutrient for some micro-organisms and plants present in nature. The benefit for the environment is therefore two-fold.

"We are very pleased with the amount of interest we have received from multinationals in the sector," explains **Bio-on S.p.A. Chairman Marco Astorri,** "Bio-on has given an important signal because with Bio Cosmetics it offers cosmetics manufacturers the immediate possibility of responding to demands from consumers for natural, sustainable and non-polluting products."

Bio-on bioplastics are made from renewable plant sources, some of which is waste, with no competition with food supply chains, and are 100% naturally biodegradable. Bio-on owns the entire technological process for production and use of the various grades of PHAs and applies the Intellectual property business model strategy (IP COMPANY).

Visit www.bio-on.it and follow the link on the home page to learn more about this new family of products, the exclusive patent and PDF documents in 6 languages.

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minerv bio cosmetics | natural beauty ingredients

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BIO-ON S.p.A.

Bio-On S.p.A., an Italian Intellectual Property Company (IPC), operates in the bioplastic sector conducting applied research and development of modern bio-fermentation technologies in the field of eco-sustainable and completely naturally biodegradable materials. In particular, Bio-On develops industrial applications through the creation of product characterisations, components and plastic items. Since February 2015, Bio-On S.p.A. has also been operating in the development of natural and sustainable chemicals for the future. Bio-On has developed an exclusive process for the production of a family of polymers called PHAs (polyhydroxyalkanoates) from agricultural waste (including molasses and sugar cane and sugar beet syrups). The bioplastic produced in this way is able to replace the main families of traditional plastics in terms of performance, thermo-mechanical properties and versatility. Bio-On PHA is a bioplastic that can be classified as 100% natural and completely biodegradable: this has been certified by Vincotte and by USDA (United States Department of Agriculture). The Issuer's strategy envisages the marketing of licenses for PHAs production and related ancillary services, the development of R&D (also through new collaborations with universities, research centres and industrial partners), as well as the realisation of industrial plants designed by Bio-On.

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