COSMETICS BRAND TO LAUNCH



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PRESSE RELEASE

↓ GLOBAL BIOENERGIES



Paris, 4 May 2021: Global Bioenergies today announces the upcoming launch of its "LAST®" longwear cosmetics brand in June 2021. 18 products will comprise the world's first range of longwear, transfer-resistant and waterproof eye make-up to use natural ingredients. This groundbreaking performance is based on the renewable isododecane produced by the Company as the main ingredient of its formulations. Products have been designed with over 90% natural ingredients and packaging to minimise their environmental footprint.

Late 2019, Global Bioenergies installed a cosmetics formulation unit in its Evry R&D lab, which produced the first eye make-up prototypes to achieve long-hold performance with natural ingredients.

It then put together a special-purpose team of experts covering all aspects of the cosmetics industry, including formulation, regulation, packaging, artistic direction, marketing, communications and e-commerce.

Prototypes were refined and went into industrial production at one of Europe's leading make-up manufacturers.

Packaging made from mineral (glass or metal), biosourced or recycled materials was specified, designed and prototyped.

The LAST® brand currently has three categories of product: mascaras, eyebrow



mascaras and eye shadows, all lasting at least 24 hours. Allowing for the different colours, the full range has 18 products, now in production in a French plant.

MARC DELCOURT

Chief Executive Officer of Global Bioenergies

«In make-up, isododecane is essential to give the product the properties required for long wear. It is the main ingredient, comprising 25-50% of formulations. By using the renewable isododecane we produce through our innovative process and by making sure the other ingredients are natural, we have thus been able to develop an eye make-up range that for the first time combines long-lasting wear with over 90% natural ingredients. This meant rapidly incorporating a whole new set of professional skills, a challenge we embraced with agility and discipline.»

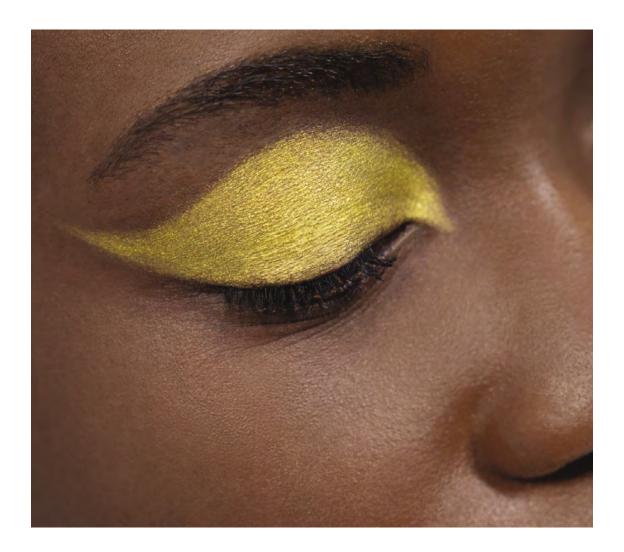


MURIEL MORELLI

Head of product development

«Our motto since the start of the project was 'Natural, yes, but no compromise on performance'. Working in-house and with our manufacturer, we produced a host of prototypes and ran them through different types of tests: instrumental, sensory and in-use.

The in-use trials were blinded, using consumer volunteers who were highly appreciative of all the product's qualities: performance (long-lasting, intense colours) and feeling (easy application, nice texture and day-long comfort). Based on all these results, we can today claim that the performance of this over-90% naturally sourced range matches that of the best products on the market.»



ROMAIN DESFRESNES

Head of strategy, marketing and communications

«From biotech to beauty... we have taken a big leap forward. LAST® is both a technological achievement, a bold commitment to the environmental transition, and a celebration of colours. Our colours stand out. This means the brand can stand tall and live up to its claims: Colours that last.

COLORS THAT LAST is an attitude, a call-out to everyone making a statement, anyone who dares to play with the codes and rewrite the rules. The range goes on sale in June through our website: www.colors-that-last.com.»

There are plans to start expanding the range as from the second half of 2021: a wide range of liquid lipstick, also combining long wear with a highly natural product, is in the pipeline.



5, rue Henri Desbrueres - 91000 Évry www.colors-that-last.com