

A close-up photograph of a woman with dark hair and a bright smile, applying makeup with a brush to her cheek. The background is softly blurred, showing what appears to be a window with light coming through.

IMERCARE[®]

Natural. Mineral. Beautiful.

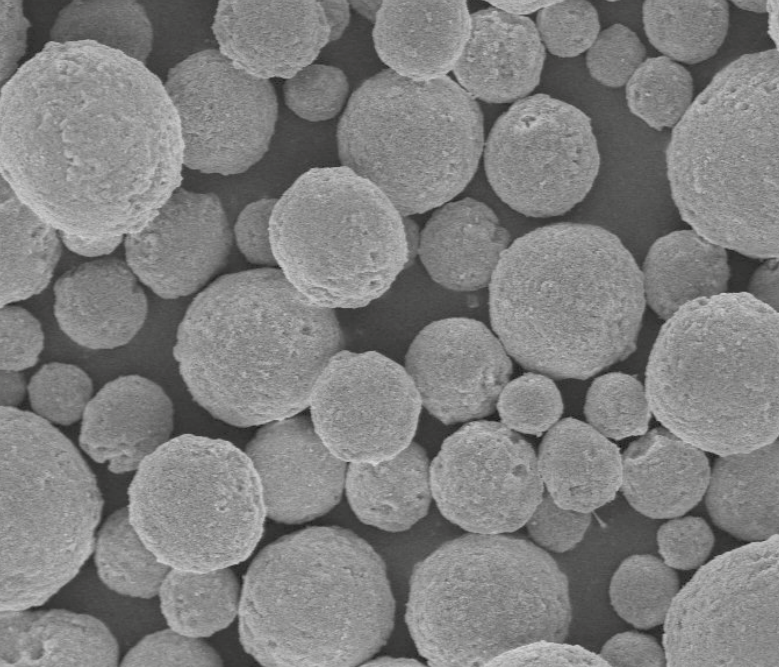
ImerCare[®] Blur

A new natural calcium carbonate-based,
blurring effect for make-up applications

- Blur and mattifying effect
- Synthetic agent alternative
- Sourced in France
- Cosmos approved



IMERYS



Calcium carbonate is a natural mineral, with a high brightness found in three principal rocks: chalk, limestone and marble. It is one of the most abundant minerals on Earth.

ImerCare® Blur is a calcium carbonate-based solution. This patented product has been specifically engineered to confer a soft focus and mattifying effect to the skin.

■ Consumer trends and regulations

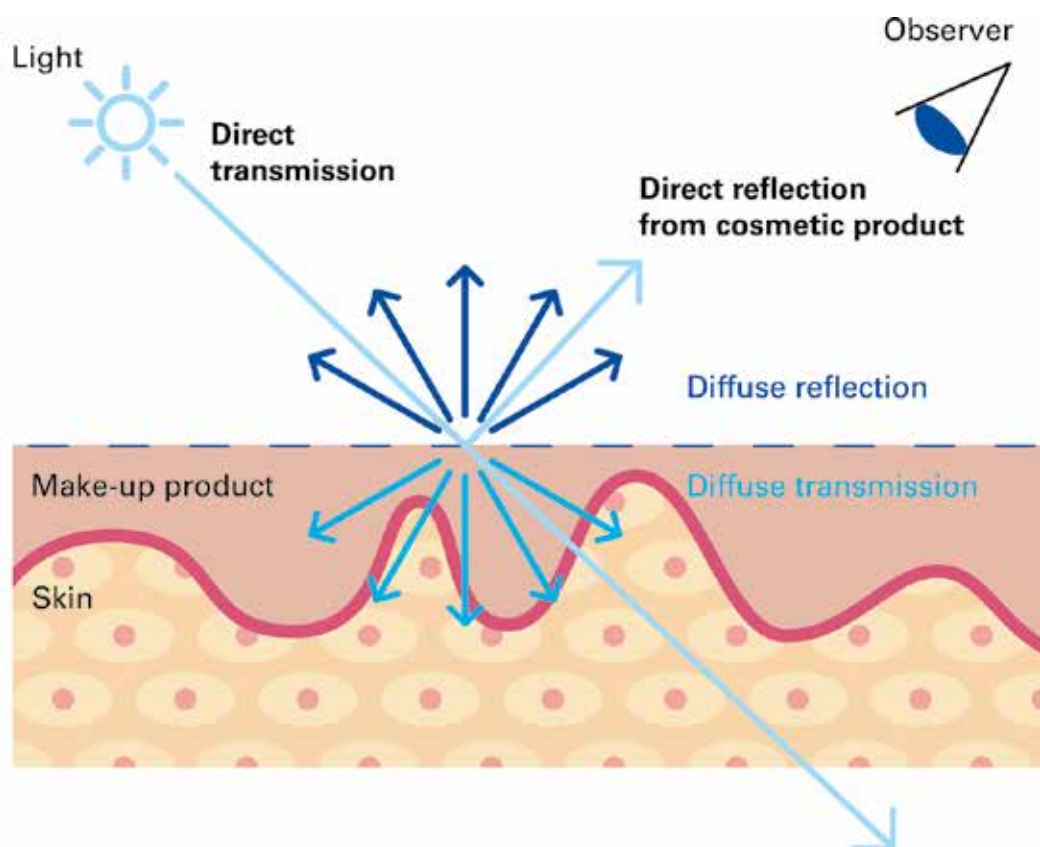
To meet ongoing changes in regulations and to reduce the environmental impact of end products, current trends are towards:

- replacing microplastics in formulation due to evolution in regulation
- substituting controversial ingredients suspected to cause health issues
- elaborating more natural formulations
- CSAR registered

■ Soft focus effect

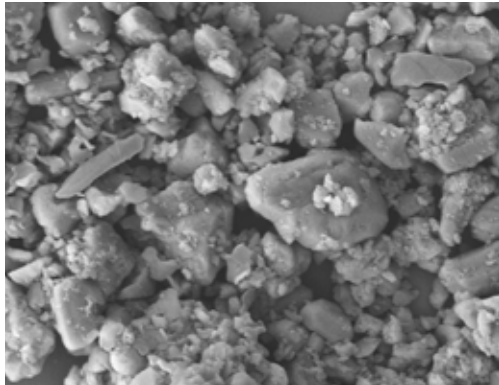
Soft focus effect is the optical blurring of skin wrinkles by manipulating the transmission and diffusion of light from and into the skin.

This technology is useful in make-up products to provide an immediate perception of fine line reduction. The main goal is to diminish visible skin imperfections, blur the skin and provide a natural and youthful appearance.

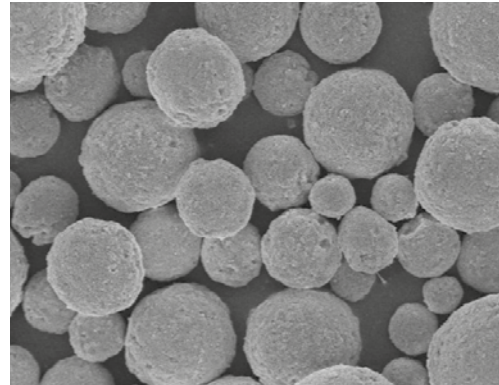


ImerCare® Blur meets specific trends

Working from a standard calcium carbonate, Imerys has designed a unique patented calcium carbonate with a specific size, spherical morphology and transparency. ImerCare® Blur is a natural-based alternative to controversial materials and microplastics such as silica, PMMA and nylon.



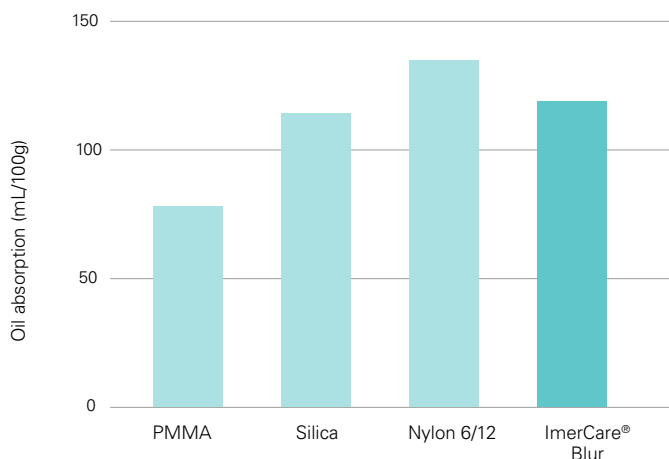
(a) Ground calcium carbonate



(b) Spherical calcium carbonate: ImerCare® Blur

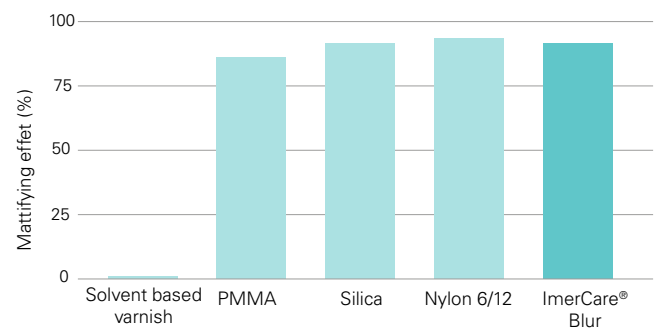
Effective mattifying performance

■ Good oil absorption



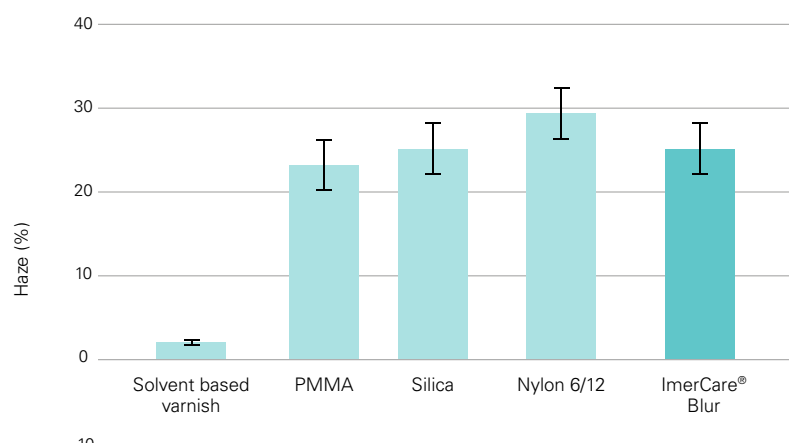
Oil absorption is measured according to standard ISO 787-5:1980.

■ High mattifying effect



Mattifying effect is measured with a glossmeter BYK 85°

Soft focus effect

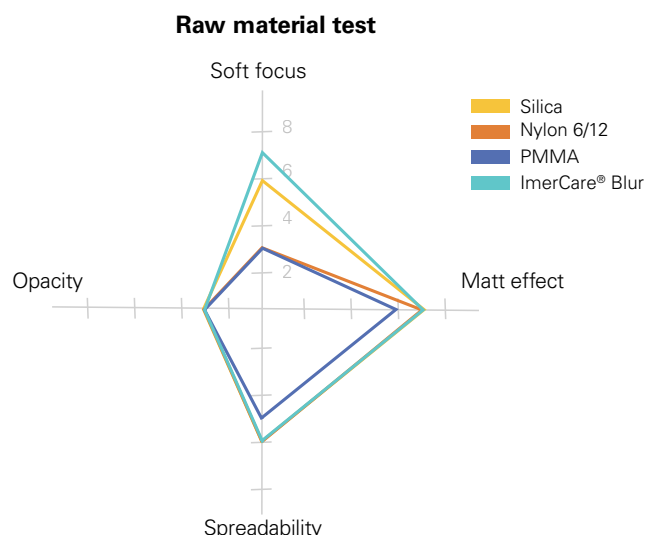


Soft focus effect is measured according to the Haze ASTM D-1003-00 method

Raw material test

An evaluation of ImerCare® Blur powder as raw material alone was performed.

A panel test compared the sensorial properties of ImerCare® Blur to silica, nylon and PMMA, on a scale of 0 to 8 in terms of soft focus, opacity, matt effect and spreadability.



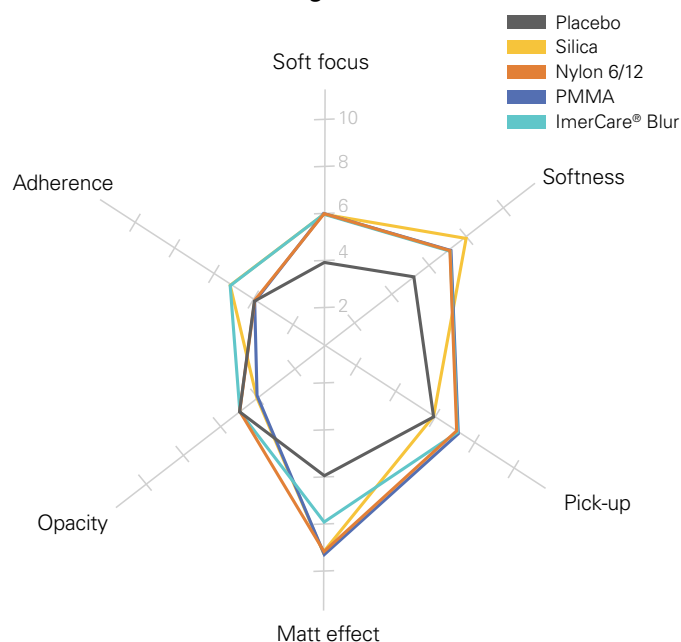
Performance in pressed powder tests

A panel of experts compared the performance in terms of soft focus, softness, transparency, mattifying effect and prehension properties of a pressed powder containing 4% ImerCare® Blur versus several benchmarks containing synthetic alternatives at 4%.

Mattifying performance test

Ingredient's functionality	%
Mica base	q.s.
Compacting agent	4.2
Pigments	3
Soft focus agent	4
Binder	2.7
Preservative	0.5

Pressed powder test with different soft focus agents at 4%



Panel test results

The mattifying effect of this pressed powder containing 4% ImerCare® Blur was compared by a panel test on a scale of 0 to 10 to benchmarks containing nylon, PMMA and silica. The test was conducted on 5 volunteers with normal skin.

Conclusion

The panel test has demonstrated that the performance of ImerCare® Blur is equivalent to that of synthetic ingredients. The results have confirmed that pressed powder containing ImerCare® Blur demonstrates:

- a good soft focus effect
- a high mattifying effect

ImerCare® Blur: a transparent life cycle

Imerys is not only committed to managing the environmental and social impact of its operations, but to finding innovative solutions that enable its customers to align with sustainability-related trends and regulations.

■ Product Life Cycle Assessment to meet customer requirements

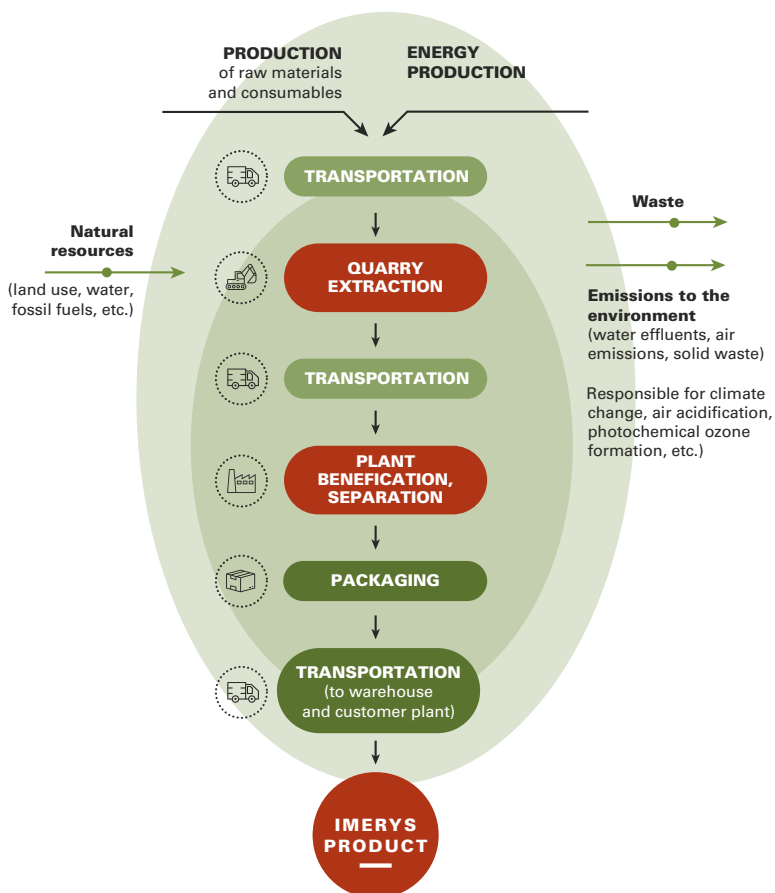
To this effect, Imerys has conducted numerous LCA analyses of products in the Group portfolio to determine their environmental footprint. These studies serve a dual purpose: they provide customers with fully comprehensive, transparent information about a product and give more visibility on the impact of specific products or facilities—a prerequisite to any eco-design approach.

The results of the Life Cycle Assessment of ImerCare® Blur, calculated according to ISO 14040 and 14044 standards, are available upon request.

■ Made in France

Imerys is committed to acting as a responsible environmental steward by assessing environmental risks and continually improving control measures to reduce its environmental impact and to maximize the efficient use of natural resources, while conserving and creating biodiversity value.

Located in France, the ImerCare® Blur production site has been widely engaged in cultivating good neighbour relations through initiatives such as shared gardens, ecograzing for local livestock and renewable electricity projects. The site has ISO 14001 environmental management and ISO 50001 energy management certification.



■ ImerCare® Blur as a microplastic substitute

With cosmetics regulations banning microplastics, Imerys has designed a natural-based mineral to replace microplastics ensuring mattifying and blurring effect on the skin. ImerCare® Blur is a suitable alternative to synthetic agents.





About Imerys

The world leader in mineral-based specialty solutions for industry, Imerys delivers high value-added, functional solutions to a diversified set of industrial sectors, from processing industries to consumer goods. The Group draws on its knowledge of applications, technological expertise and its material science know-how to deliver solutions based on beneficiation of its mineral resources, synthetic minerals and formulations. These contribute essential properties to customers' products and performance. Imerys is determined to develop responsibly, in particular by fostering the emergence of environmentally-friendly products and processes.

Our Expertise

With over two hundred years' experience in the minerals business, Imerys refines and engineers its minerals through various—often proprietary—processes that influence their concentration, size, shape, structure and surface chemistry to obtain the properties our customers require and to the highest standards of quality, consistency and reliability.

Our Personal Care team has in-depth knowledge of how minerals interact in cosmetic applications and a proven track record for developing new, value-added solutions for customers.

Our applications laboratories are equipped with a full range of analytical and cosmetics-specific equipment, enabling us to provide customers with bespoke formulation services and technical support.



About ImerCare®

ImerCare® minerals benefit from all the experience and expertise of Imerys group.

The ImerCare® product range is derived from 100% natural kaolin, perlite, diatomaceous earth and talc grades which have been engineered to provide exactly the right properties in terms of exfoliation, matting, transparency, coverage, rheology absorption, and skin feel.

ImerCare® minerals are ideal for use in skin care, make-up, toiletries, hair care and oral care.

All ImerCare® grades are natural, chemically inert and can be used in bio cosmetics. They are processed so as to provide specific functional benefits in cosmetic formulations.

Integrating Sustainable Development into all we do



At Imerys, we respect the world in which we operate. We are committed to our role in society, to meeting our obligations to the countries and communities in which we do business, as well as to acting as responsible environmental stewards.

Our Corporate Social Responsibility policy is built upon three mainstays:

Empowering our people

- **Ensuring that health and safety come first** by developing and continually improving our health and safety culture and systems so as to achieve an injury-free workplace.
- **Developing our human capital** by respecting internationally recognized human rights and labor practices as set out in our Code of Business Conduct and Ethics; investing in the talent and skills of our employees; engaging in constructive social dialogue, and fostering a culture of workplace diversity and inclusion based on mutual respect.

Caring for our planet

- **Acting as responsible environmental stewards** by assessing environmental risks and continually improving control measures to reduce adverse environmental impacts; maximizing the efficient use of natural resources, and preserving biodiversity.

- **Reducing the impact of climate change** through the implementation of a long-term climate change strategy in line with the COP21 2°C trajectory as well as developing innovative solutions at the service of a low-carbon economy.

Building for the future

- **Ensuring exemplary Business Conduct** by maintaining the highest standard of corporate governance; respecting and implementing fair operating practices and ensuring a responsible supply-chain with all our partners; and engaging with local communities to create shared value in particular through education and skills development.
- **Ensuring that our products are safe** for people and the environment and developing sustainable solutions that make positive contributions to society from both life cycle assessment as well as long term sustainability perspectives.



More information about our sustainable development policies and practices can be found on:

www.imerys.com

Compliance

All Imerys cosmetic products are natural and chemically inert. These attributes enable them to be used in cosmetic products that comply with European cosmetic directive (EC) n°1223/2009.

Cosmos

ImerCare® Blur complies with industry microbiological standards without resorting to irradiation. It is not treated with chemicals during processing. It is Cosmos approved. This accreditation underscores the naturalness of the minerals selected and produced by Imerys for the cosmetics industry.



**COSMOS
APPROVED**



www.imerys.com

