

The background of the entire page is a photograph of two bars of white, natural-looking soap. One bar is partially unwrapped from its wooden soap dish, which is made of several slats. The other bar is still in its wrapper. The scene is set on a rustic wooden surface, with some green leaves visible in the upper right corner.

IMERCARE®

Natural. Mineral. Beautiful.

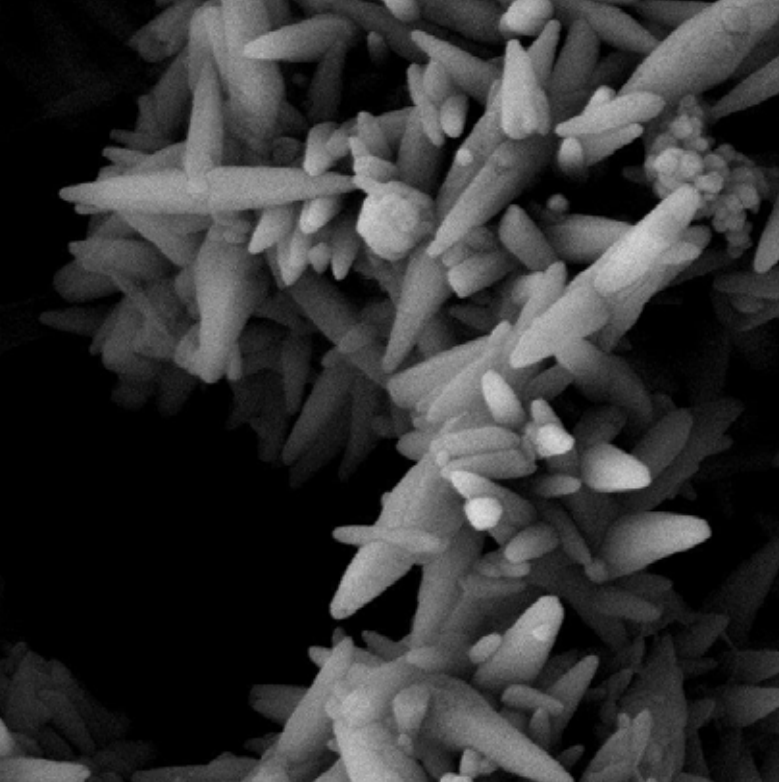
ImerCare® 2C

A new natural-based white opacifier
for solid cosmetics

- Opacifying and whitening agent
- Sourced in France
- Cosmos approved



IMERYS



Calcium carbonate is a natural mineral sourced from high pure white minerals, such as limestone and marble.

The brightness and opacity of this mineral make it an excellent candidate in white and colored cosmetics, including personal care products.

ImerCare® 2C is a calcium carbonate product specifically engineered to enhance the whiteness and opacity of solid bar soaps.

■ ImerCare® 2C, the ultimate natural-based white opacifier for solid cosmetics.

The controversial reputation of whitening raw materials has raised questions about their application in cosmetics along with other industries. Imerys met the challenge by producing a 100% natural-based and safe solution as an alternative for doubtful whitening agents in solid cosmetics.

ImerCare® 2C is a French calcium carbonate which confers high whiteness and opacity to end products without compromising consumer health.

This raw material is specifically designed to provide effective performance in solid cosmetics. Known for its whiteness, calcium carbonate provides the opacity required in solid cosmetic bases as well as the whitening that it needs. Furthermore, its incorporation doesn't alter the quality of the final product.

TECHNICAL BENEFITS

- Enhances opacity of white and colored solid cosmetics.
- Intensifies the whitening effect.

PROMOTIONAL CLAIMS

- INCI: Calcium carbonate
- Recommended percentage: 5%
- Cosmos approved
- French origin
- Very low heavy metal content according to the norm ISO 21 392
- Compliant with Cosmetic European Regulation n°1223/2009
- CSAR registered



ImerCare® 2C specific shape

The scalenohedral shape of this calcium carbonate gives ImerCare® 2C excellent opaque properties. Its high purity, well-ordered particle size and morphology makes it the opacity and whiteness agent of choice.

Performances of ImerCare® 2C in bar soaps

Three formulations of bar soaps have been tested:

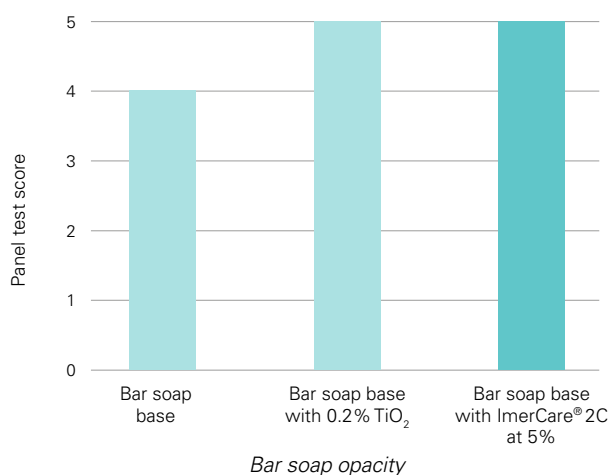
- A bar soap base with no opacity agent
- A bar soap base containing 0.2% TiO₂
- A bar soap base containing 5% of ImerCare® 2C

The soap base formula is mainly based on sodium sunflower seeds, sodium cocoate, sodium stearate and sodium palmitate.



■ Opacity performance of ImerCare® 2C

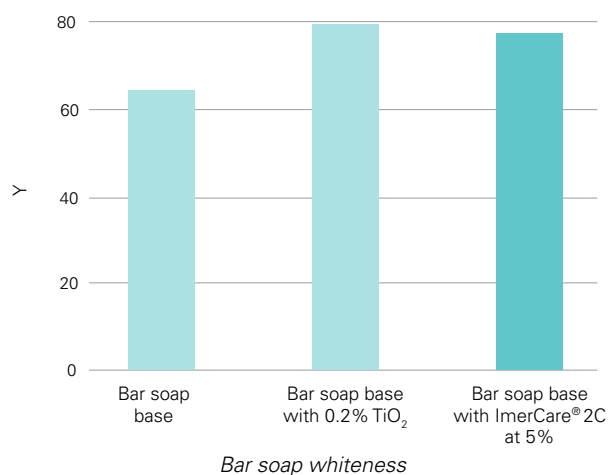
A panel of five experts trained by pair was asked to assess the opacity of these 3 formulations on a scale from 0 to 5.



The opacity of the bar soap base with ImerCare® 2C is similar to the one with TiO₂.

■ Good whiteness effectiveness of ImerCare® 2C

An instrumental analysis of the same formulations above have been performed in order to measure the intensity of whiteness (Y).



ImerCare® 2C allows an improvement of whiteness compared to a bar soap base.

Results :

- Using ImerCare® 2C at 5% in bar soap ensures an optimized opacity in your formulation.
- The whiteness of bar soap base is significantly improved with the addition of ImerCare® 2C at 5%.
- ImerCare® 2C is a neutral mineral that has no impact on organoleptic properties (foam creaminess, softness on skin, odor, etc.).

ImerCare® 2C has a transparent material life cycle

Imerys is not only committed to managing the environmental and social impact of its operations, but to finding innovative solutions that promote a low-carbon and circular economy, and which support customers in their own transition.

■ Product Life Cycle Assessment to meet customer requirements

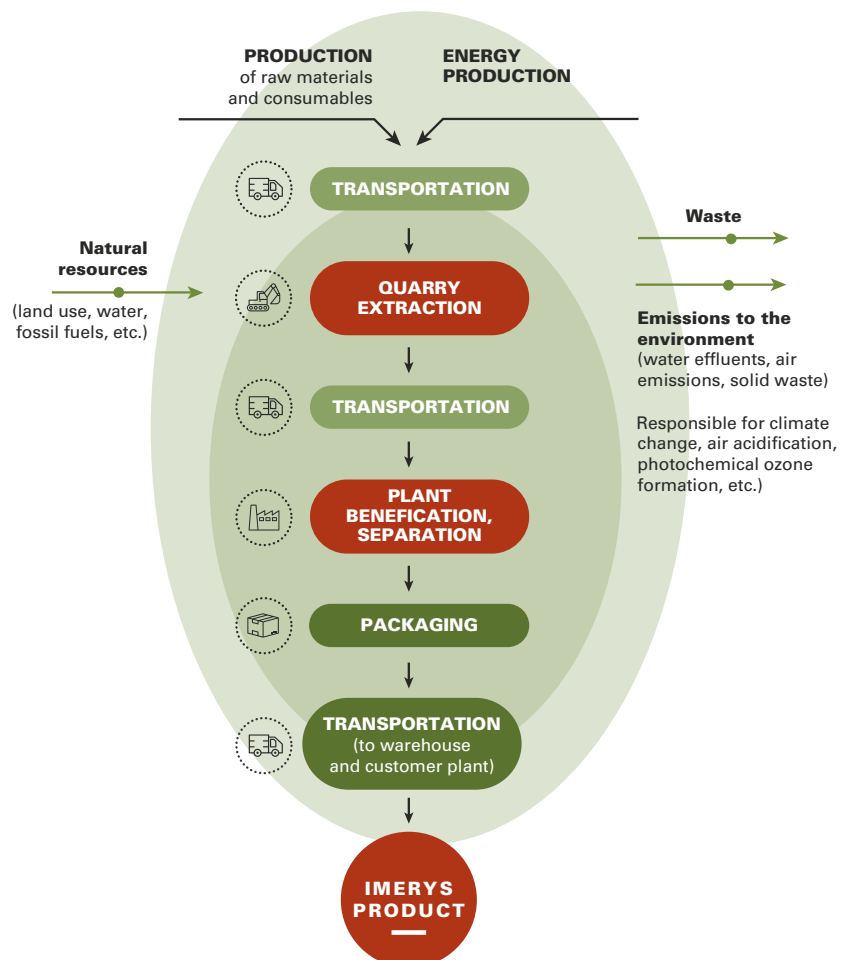
To this effect, Imerys has conducted numerous LCA analyses of products in the Group portfolio to determine their environmental footprint. These studies serve a dual purpose: they provide customers with fully comprehensive, transparent information about a product and give more visibility on the impact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

The results of the Life Cycle Assessment of ImerCare® 2C, 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® 2C 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.





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® 2C 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

