

In-Cosmetics 2025: Expanscience reveals the new haircare properties of its SOLINE® Bio, ORMESIA® and PIXALIA® active ingredients

La Défense, 3rd April 2025 – At the In-Cosmetics trade show, which will take place from 8th to 10th of April in Amsterdam, Laboratoires Expanscience will be presenting the new haircare properties of three of their flagship natural active ingredients: SOLINE® Bio, ORMESIA® and PIXALIA®. An advance that follows the cosmetic trend of hair skinification¹ and the company's CSR strategy.

In line with its "*impACT*" CSR roadmap, which aims to make Expanscience a company with a regenerative aim by 2040, Expanscience is highlighting new haircare properties for three of their active ingredients already recognised for their benefits on the skin. As such, Expanscience promotes its existing plant supply chains by searching for new properties in already marketed active ingredients. This approach allows the company to offer haircare actives with proven effectiveness, thereby meeting the growing demands of the market.

The new benefits of SOLINE® Bio, ORMESIA® and PIXALIA® will be unveiled at the In-Cosmetics show, which will take place in Amsterdam from the 8th to the 10th of April.

Expanscience will be exhibiting on stand 5D55 and hosting a conference about these new products at the trade show on April 9th at 3:15 pm in *Technical Theatre No. 4*.

Innovative, multi-functional active ingredients to protect hair from environmental stress.

SOLINE® Bio, ORMESIA® and PIXALIA® have been re-objectified to address hair concerns related to climate change, including global warming and the increase of environmental pollution:

- **ORMESIA®** is an upcycled maracuja (yellow passion fruit) seed extract, sourced from Peru and rich in polyphenols. This active ingredient has proven its efficacy by protecting the skin from the harmful effects of pollution and UV rays, stimulating natural self-defence mechanisms.

¹ The "skinification" of hair involves treating the scalp and hair with the same care as facial skin, by adapting the skincare and using targeted ingredients.

When applied to hair care, ORMESIA® acts as a real shield against pollution. Tested ex-vivo on hair strands stressed by Arizona Dust² and UV exposure, the active ingredient ensures better colour retention on dyed hair and strengthens the hair fiber, effectively reducing breakage. In addition, it helps to preserve natural hair shine and gloss against pollution damage.

- **SOLINE® Bio**, an organic sunflower oil concentrate rich in unsaponifiables, sourced in France, has already proven its benefits on the skin by boosting key skin lipids, particularly ceramides, for immediate and lasting hydration. New ex-vivo tests on hair strands confirm that SOLINE® Bio protects hair from the harmful effects of the sun and salt water (mimicking a summer stress). By protecting the hair cuticle, SOLINE® Bio provides softness and suppleness, facilitating detangling while significantly reducing breakage. The hair feels silky smooth and is durably protected.
- **PIXALIA®**, extract of *Cleome gynandra* leaves and rich in polyphenols, is an active ingredient recognised for its skin microbiota rebalancing effectiveness, in particular with an action on the specific lipids markers of acne. It acts gently on dry skin while regulates sebum production and quality. Transposed into scalp care, PIXALIA® promotes a healthy scalp microbiota by specifically targeting *Malassezia restricta*³, one of the main yeasts responsible for the formation of dandruff. This helps to maintain a soothed, purified and healthy scalp. After 28 days of use, 90.3% of respondents found their dandruff to be less visible and 77.4% felt less stressed by their scalp condition⁴.

Guided by its mission to help individuals shape their well-being, Expanscience has been supporting the Joséphine association, the first network of solidarity beauty salons in France, since the 8th of March, by committing to donating 1% of PIXALIA®'s sales revenue, annually.

Armelle Le Peniec, Director of Cosmetic Active Ingredients at Laboratoires Expanscience: *"With SOLINE® Bio, ORMESIA® and PIXALIA®, we reaffirm our commitment to ever more sustainable, innovative and high-performance cosmetics. By capitalising on the scientific studies we have performed on skin, we promote these active ingredients by complementing their efficacy to explore all their benefits. This approach is both responsible, meaningful and effective, and meets the market's expectations while also reducing our environmental impact."*

For further information on the active ingredients: <https://www.expanscience-ingredients.com/en>

² In cosmetics, the Arizona Dust test is used to assess the resistance of products to dust particles and their ability to maintain their efficacy or appearance under pollution or fine particle exposure conditions.

³ Jourdain R, Moga et al. *Malassezia restricta*-mediated Lipoperoxidation: A Novel Trigger in Dandruff. *Acta Derm Venereol.* 2023

⁴ Self-assessment of a randomised, double-blind, active ingredient vs. placebo study, 66 volunteers, inclusion criteria: oily and sensitive scalp (itching, stinging, etc.) with the presence of dandruff.

About Laboratoires Expanscience's Cosmetic Active ingredients activity:

Expanscience's Cosmetic Active ingredients activity was established in 1977 with the upcycling of our avocado oil, a co-product of our pharmaceutical activity. Since then we have been a supplier of active and sensory ingredients for cosmetics brands in France and internationally. We bring the best of nature to the cosmetics industry with innovative active ingredients that preserve and help restore biodiversity. With 55 years of experience in the field of plant raw materials, the mastery of technologies we have such as molecular distillation or plant extraction enables our Innovation, Research and Development (IR&D) team to design cosmetic active ingredients and 100% naturally-derived sensory ingredients, which contribute to mind and body well-being.

About Expanscience:

You don't give your all without a good reason... At Expanscience, we are a mission-driven company, and our purpose is to help everyone shape their well-being, from childhood to old age. This is what has driven us to progress, research and innovate for over 70 years. Independent at heart, we are a 100% family-owned French company with products in more than 100 countries and brands such as Mustela, Babo Botanicals, Piascledine 300 and Iana. For us it is clear that the well-being of people cannot be separated from that of the planet, and it is in all of our hands. Our positive impact on society and the environment is recognised by our B Corp certification and through our "impACT" CSR programme, and we are committed to becoming a company with a positive impact and regenerative aim.

Expanscience in brief

- Founded in 1950
- 4 activities: Dermo-Cosmetics, Joint well-being and Rheumatology, Dermatology, Cosmetic Active Ingredients
- 2024 turnover: €364.3M, 78% of which internationally
- 1,299 employees and 13 subsidiaries
- 2.16% of turnover invested in research and development
- For further information: www.expanscience.com

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