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Skincare company Aethic first to use Novamont's new clear MATER-BI film

London/Milan, 21 March 2016 – Aethic, the London-based skincare company that launched Sôvée, world's only scientifically proven eco-compatible sunscreen, is to be the first cosmetics company to use a clear filmic packaging material specially developed by Italian MATER-BI manufacturer Novamont.

The material is to debut with Aethic's next production run of its sunscreens and face creams.

Being based on an efficient use of renewable resources and presenting sustainable end-of-life options, MATER-BI packaging now represents an environmentally-friendly alternative to the existing products.

The new MATER-BI grade developed for Aethic is in fact made from sustainably-sourced starch based ingredients, promoting the setting up of innovative agro-industrial value chains and the use of local raw materials cultivated on marginal land. Moreover, its production process adopts a "cascading" approach to biomass and has low carbon emissions and the end material is biodegradable and compostable according to the European standard EN 13432.

Aethic initiated the collaboration after it had already adopted a sugar cane-derived material for its bottles.

Says Allard Marx, CEO of Aethic: "I vividly remember holding a bio-plastic Mickey Mouse watch made from this material in my hand when consulting for Novamont in 1989. I never forgot the company and had recently heard that their material was now used for magazine wraps and disposable carrier bags. I asked them to develop a MATER-BI grade that would hold its fold, heat-seal easily, be sustainable, biodegradable and look great. They promptly and successfully rose to the challenge. I am absolutely delighted that we can now protect our products responsibly."

MATER-BI is used successfully in a variety of other applications and Novamont's revenues are in excess of €145m worldwide. Aethic's skincare range is stocked at leading retailers and its Sôvée sunscreen was recently announced as the official sunscreen of UK's America's Cup challenger Land Rover BAR.

Adds Alessandro Ferlito, Novamont Sales Manager: "Consumer brands like Aethic are the future. We have no choice but to take care of the only planet we have and Aethic leads the way in preventing damage to the environment. It is a pleasure to have developed this version of MATER-BI with them and we hope other cosmetics companies will soon follow their lead and adopt this material".

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About Aethic

Aethic is a London-based skincare company founded by Allard Marx. The company has innovated with Sôvée, a patented product. It believes that its products must outperform competitors' in protecting skin from damage or restoring it to good health. Yet it must do

so without harming our planet with the oceans and marine life being the company's primary focus.

Three face creams have just been introduced into the company's range and other products are in the later stages of development.

Sôvée was launched in Selfridges in 2013 and is now stocked in Whole Foods and Beauty Works West in London, Brummellsoflondon.com, beyondorganic.com and aethic.com online as well as leading resort hotels around the world starting with COMO Hotels and Resorts.

Sôvée is the official sunscreen of Kiteboarding Tour Asia, UK's Challenger for the America's Cup – Land Rover Bar and has been endorsed by Blue Flag International and is promoted by the Coral Triangle.

About Novamont and Mater-Bi

***The Novamont Group** is the world leader in the development and production of bio-based materials through the integration of chemistry, the environment and agriculture. The main fields of application of Novamont's biochemicals are packaging, separate organic waste collection, retail purchasing, disposable tableware, farming, cosmetics and automotive.*

In Italy most carrier bags distributed by major retailers are made from Novamont's Mater-Bi®, a bioplastic fully biodegradable and compostable according to EU standard EN 13432. The company produced biodegradable tableware for the 2012 Olympic Games and works with many local councils (including the City of Milan and some London boroughs) engaged in the separate collection of bio-waste.

Novamont has a portfolio of 1,000 patents, 400 employees and a global turnover of €145M. It has its headquarters in Novara (Italy), commercial offices in Germany, France and the United States and operates through its own distributors in Benelux, Scandinavia, the UK, China, Japan, Canada, Australia and New Zealand. The company has been innovating in the bio-plastics sector since 1989.

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