

Press release

Newly launched ImerCare Matte wins the BSB Award for cosmetics, natural cosmetics and ingredients, category Functionals at In-Cosmetics 2018



ImerCare® Matte was amongst the winners of the BSB Innovation Award for cosmetics, natural cosmetics and ingredients at the recent In-Cosmetics Show in Amsterdam.

ImerCare Matte® is the latest addition to the ImerCare family, a portfolio of 100% natural mineral solutions for cosmetics, developed by Imerys, the world's leading mineral specialties producer.



As its name suggests, ImerCare® Matte imparts a superior mattifying effect in gels and creams, liquid foundations and pressed powders. It is a kaolin with an innovative microporous structure and high surface area. Due to this unique morphology, ImerCare® Matte possesses excellent sebum absorption capabilities and imparts an immediate matte skin finish. It is also Cosmos approved.

“The ImerCare team is very proud to receive this tribute to our commitment to develop innovative, natural, mineral-based solutions for the cosmetics sector” declared Thierry Casteran, Global Business Development Director Personal Care at Imerys.

About Imerys Group

The world leader in mineral-based specialty solutions for industry, with €4.6 billion revenue and 18,000 employees in 2017, Imerys delivers high value-added, functional solutions to a great number of 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 resources based on beneficiation of its mineral resources, synthetic minerals and formulations. These contribute essential properties to customers' products and performance, including refractoriness, hardness, conductivity, opacity, durability, purity, lightness, filtration, absorption and repellency. Imerys is determined to develop responsibly, in particular by fostering the emergence of environmentally-friendly products and processes.

About BSB

The organiser of the award is the BSB consulting and service office Dr Riedel. The consultancy was established in 1998 and focuses on international consulting in the field of chemical ingredients and personal care, as well as trends and market surveys.

The BSB Innovation Award, which was established by Dr. Jan-H. Riedel in 2003, aims to convey the latest findings on a global level. The award is supported by the industry.