



## NATURALITY IN COSMETICS – TO MEET THE CUSTOMER EXPECTATIONS

In the cosmetics and personal care industry, naturality is a **key driver of product differentiation and global competitiveness**. Leading brands want to integrate biobased and natural ingredients not only to meet consumer demand but to future-proof their formulations against regulatory standards<sup>1</sup>. **Claims like “natural,” “clean,” and “eco-friendly” are no longer optional** – they’re essential to meet market expectations. Regulatory pressure related to the EU Green Deal, EUDR or similar initiatives in different regions of the world requires companies to deliver.

While **demand for naturality rises**, product innovation managers, formulators, and ingredient buyers are facing difficulties sourcing these ingredients.

### AFYREN’s AFYBIO™ – a game-changer for natural solutions

**AFYBIO™ is a 100% natural\* range of carboxylic acids** produced through a GMO-free fermentation process using regional and sustainable biomass residues. This innovative process ensures **full traceability, low carbon footprint, and biodiversity preservation** – ideal for brands aiming to strengthen their sustainability commitment while maintaining high performance.

**AFYBIO™ offers consistent quality and purity** needed for a wide range of applications in cosmetics, skincare and haircare. Whether used as preservatives, pH regulators, or active carriers, these natural\* acids combine functionality with a sustainability impact to promote.

### Your advantages with AFYBIO™

By choosing AFYBIO™, you’re not just selecting a high-quality natural ingredient – you’re choosing a partner committed to transparency and sustainability.

- **Natural-origin claim** backed by ISO 16128 standard
- **100% biobased\*\***, fully segregated and palm oil free
- **Low environmental impact** (low carbon footprint verified by LCA, no deforestation)
- **Product differentiation** that appeals to consumers looking for solutions with real and measured impact

The result? Products that deliver known and consistent performance that come with a transparent and trustworthy origin – helping your brand to tell a compelling story around sustainability and naturality.

This combination of efficacy and trustworthiness not only aligns with consumer expectations about naturality but also gives your products a clear advantage in today’s increasingly competitive cosmetics market.

**With AFYBIO™ be part of a sustainable future.**

<sup>1</sup> <https://afyren.com/en/blog/natural-ingredients-food-perfume-and-cosmetics/>

\*according to ISO 16128 standard

\*\* according to ISO 16620-2 and EN 16785-1

