



PRESS RELEASE
January 24, 2023

PYLOTE, SOMATER AND SIMP PARTNER TO PROVIDE COSMETIC BRANDS WITH THE FIRST REFILLABLE ANTIMICROBIAL MASCARA

PYLOTE, a major player in industrial mineral chemistry, **SOMATER**, experts in the manufacture of primary polymer packaging for cosmetic industry, and **SIMP**, experts in the development and manufacturing of innovative plastic mascara brushes, announced at PCD Paris 2023, a partnership to provide the first antimicrobial refillable mascara with immediate, stable and permanent microbial decontamination action to uniquely prevent the risks associated with the transmission of microbe.

This innovative antimicrobial refillable mascara assembled by SOMATER will incorporate a bio-sourced plastic brush developed by SIMP and PYLOTE's unique metal-free, nanoparticle-free antimicrobial mineral technology in the stem and the brush.

This new-to-market mascara offers the market unprecedented competitive advantages in terms of consumer protection, sustainability and durability, while providing significant benefits:

- Answers the needs of consumers for ecological, hygienic and safe products for their health and enhance their perception for greener accessories.
- Allows consumers to have hygienic applications and maintain cleanliness for every use.
- Reduces plastic waste by approximately 30% from the second use compared to non-refillable mascaras.
- Use of 100% recycled material on demand.
- Fully recyclable.
- Eco Refill.
- Fully compliant, stable and biocompatible while certified non-irritant and non-cytotoxic Ecocert PYLOTE's technology (medical devices standard ISO10993:2010).
- No modifications required to packaging design or existing manufacturing/filling processes.

The stem and the brush were successfully tested in the independent laboratory Fonderephar (COFRAC certification) according to the methodology of the adapted JIS Z 2801 standard. After 24 hours of activation by the PYLOTE technology, the results showed a 4-log reduction in the number of *Escherichia coli* CIP 53.126 bacteria on the stem and a 5-log reduction on the brush, which corresponds to a disappearance of almost 99.99% of bacteria on the surface of the stem and 99.9999% on that of the brush.

By activating surfaces to make them "self-decontaminating", PYLOTE's antimicrobial technology has already been proven effective against many microorganisms:

- Gram-positive and gram-negative bacteria (>99.999% in 24h) and resistant bacteria.
- Enveloped and non-enveloped viruses (SARS CoV-2 and its Delta variant >96% in 1h, H1-N1 influenza, gastroenteritis, herpes and conjunctivitis) as well as in real-life situations with a high frequency of contact.

SOMATER will start the commercialization of this unique and innovative antimicrobial refillable mascara to cosmetic brands in the first quarter of 2023, after a first presentation to the cosmetic brands at the PCD 2023 in Paris on January 25th & 26th, 2023 (stand B162)

Loïc Marchin, CEO of PYLOTE, commented: *"I am extremely pleased with this partnership with SOMATER and SIMP, which is representative of our strategy of deploying our unique mineral antimicrobial technology in new applications with an immediate impact on hygiene, safety, comfort and sustainability for increasingly demanding consumers. I am convinced that this consumer demand will continue to accelerate in view of the studies (see <https://link.infini.fr/pylote>) on eye infection problems, which show that the proven risks of microbial contamination are linked to the use of products with potential contact with the eyes".*

Felix Hubin, CEO of the SOMATER Group added: *"This strategic partnership with PYLOTE and SIMP allows SOMATER to strengthen its mascara offer to its historical customers who are looking for more hygiene, safety and eco-design. This new "Activated mascara", also available in its CTA® version, reduces polymer by 30% from the second use. This innovation is perfectly in line with the CSR approach initiated by SOMATER since 2020."*

Alain Lambrisset, CEO of SIMP, added: *"This innovative partnership with PYLOTE and SOMATER is a great opportunity to answer the ecological concerns around cosmetic packaging and polymer consumption. By incorporating antimicrobial technology in its biosourced brush, SIMP is loyal to its DNA: Agility and Innovation"*

ABOUT SOMATER – SOMATER is a European manufacturer of polymer primary packaging for cosmetic, pharmaceutical and food. We are partners of our customers, and their major brands. We provide a special support and a broad spectrum of technology to choose from product design, all through the industrialization process. Our ambition is to reinvent primary polymer packaging, build an industry of high technology and promote responsible manufacturing for our ecosystems.

ABOUT SIMP – In these last 25 years, SIMP has become a worldwide leader in creating and manufacturing plastic molded Mascara applicators and rubber wipers for all the major brands in the cosmetic market with a high degree of imagination and perfection. At SIMP, we offer a wide variety of color palette and hardness in order to adapt our products to all trends and brand's identity. Our laboratory works pursuing a common objective: build the best make-up combination between the formula, the wiper and the applicator. Feeling the current trends & dressing up millions of eyes around the world ... by its unrivalled creativity, constantly pushing the technical boundaries and always drawing new shapes, SIMP is continuously innovating and looking for new beauty rituals.

ABOUT PYLOTE - Founded in 2009 and based in Toulouse (France), PYLOTE is a key player in the cleantech industrial mineral chemistry, globally recognized by its in-house breakthrough and sustainable innovation. Py-lote is developing, producing and selling a unique natural protection solution patented from process to applications that solves issues faced by consumers with regards to safety, hygiene and sustainability. By focusing on market differentiation, PYLOTE supports its clients in the pharmaceutical, cosmetic, food and industrial markets for regulatory, marketing and industrial steps to generate a powerful value proposition in a quick time to market, without neither investment nor change in the current manufacturing process. Since 2016, the PYLOTE innovation, which is in compliance with the FDA, cosmetic, pharmaceutical, food, international regulations and Food contact approved, has been repeatedly and internationally awarded-winning: Pharmapack Award, CPhI Pharma Award, the Oscar of Packaging for Food Applications, Trophy of CSR Solutions, MakeUp in New York Tree Innovation Award. More information about PYLOTE in our website: www.pylote.com



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