

## Clean Beauty Leader Biossance Lands in the UK

### **Visible Results. Consciously Clean.**

EMERYVILLE, Calif., Jan. 23, 2020 [/PRNewswire/](#) -- Amyris, Inc. (Nasdaq: AMRS), a leader in the development and production of sustainable ingredients for the Health & Wellness, Clean Beauty and Flavours & Fragrances markets, is proud to announce the leader of clean beauty, Biossance™ is coming to the UK this month and is setting a new standard in the beauty industry's commitment to sustainable products. Biossance will land on [Cult Beauty](#), which is one of the UK's fastest-growing online beauty businesses with significant market presence and a reputation for choosing the best performing, coolest cult products the world has to offer.

Pioneering sustainable beauty through biotechnology and known for innovating the first renewably sourced, 100% plant-based squalane – the mega-moisturising molecule that keeps skin healthy and hydrated – Biossance first launched in 2015. Its No Compromise® approach underpins the core of the brand which sees upwards of 2,000 questionable and potentially toxic ingredients banned in the use of its products, surpassing Europe which leads the way globally, with 1,367+ not allowed for cosmetic use.

Since launching into Sephora stores in 2017, Biossance has become one of the top selling brands within its stores today and is Sephora's first and only EWG Verified™ (Environmental Working Group) beauty brand. The brand has set the global standard for clean beauty by creating clinically proven, effective products made from vegan, cruelty-free ingredients and sustainably sourced packaging. All products are dermatologist tested, non-comedogenic and suitable for all skin types, including sensitive skin.

The early success of the brand has led to rapid expansion beyond the US into Canada, Brazil, Mexico, Southeast Asia, Australia, New Zealand and now the UK. This strong expansion speaks to the change happening with consumers' thirst for brands whose products deliver great performance, whilst also being good for the planet.

*"We are proud to continue our global expansion into the UK market by introducing the best performing skincare with clean and sustainable formulas that deliver unprecedented results," said Catherine Gore, President of Biossance. "Our products use the most effective and conscious ingredients. We want our consumers to know that what they are putting on their skin is good for them, the environment and is ultimately giving them their healthiest skin yet."*

The brand's commitment to people and planet extends to every aspect of the company and its supply chain to do better and be leading pioneers in sustainable beauty. This includes renewable resources, planet-first processes and ready-to-recycle, FSC certified conscious packaging, with outer boxes made from sustainable sugarcane fibre.

In June 2019, Biossance announced TV personality, podcaster, comedian and beauty expert to the stars, Jonathan Van Ness, as its first brand ambassador. Jonathan has played a pivotal role in helping Biossance to launch The Clean Academy™, an educational initiative designed to become the complete clean beauty resource for consumers and industry alike, empowering everyone to make smart choices. The brand's partnership with Jonathan Van Ness marks a milestone in visibility for the brand to advance its mission to make clean the new standard in beauty.

The brand launches exclusively with Cult Beauty in the UK on <https://www.cultbeauty.co.uk/> with a curated selection of Biossance's most loved products:

- Squalane + Vitamin C Rose Oil, £61 (30ml)
- Squalane + Peptide Eye Gel, £46 (15ml)

- Squalane + Omega Repair Cream, £49 (50ml)
- Squalane + Probiotic Gel Moisturizer, £44 (50ml)
- Squalane + Phyto-Retinol Serum, £61 (30ml)
- Squalane + Glycolic Renewal Facial, £57 (60ml)
- Squalane + Antioxidant Cleansing Oil, £25 (200ml)
- 100% Squalane Oil, £27 (100ml)

For more information on Biossance, please visit [Biossance.com](https://Biossance.com) or [Cultbeauty.co.uk](https://Cultbeauty.co.uk). Join the conversation on Instagram @biossance using the hashtag #biossance

### **About Biossance**

Pioneering sustainable beauty through biotechnology, Biossance created a 100% plant-based squalene skincare line that is delivering the leading skin moisturiser, while using clean, sustainable and clinically proven efficacious ingredients. Formulated with a No Compromise approach, Biossance bans the use of over 2,000 ingredients, making sure only the most powerful and trustworthy make the final cut. Because we believe and are committed to delivering both the best performing and cleanest beauty products. The Biossance skin care line can be found at [Biossance.com](https://Biossance.com) and is now available in the UK at [Cultbeauty.co.uk](https://Cultbeauty.co.uk).

### **About Amyris**

Amyris is the integrated renewable products company that is enabling the world's leading brands to achieve sustainable growth. Amyris applies its innovative bioscience solutions to convert plant sugars into hydrocarbon molecules and produce specialty ingredients and consumer products. The company is delivering its No Compromise® products and services across a number of markets, including specialty and performance chemicals, flavours and fragrances, cosmetic ingredients, pharmaceuticals and nutraceuticals. More information about the company is available at [www.amyris.com](https://www.amyris.com).

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