

Amyris Creates Partnership With Jonathan Van Ness To Launch Leading Clean Haircare Brand

EMERYVILLE, Calif., Jan. 11, 2021 [/PRNewswire/](#) -- Amyris, Inc. (Nasdaq: AMRS), a leading synthetic biotechnology company active in the Clean Health and Beauty markets through its consumer brands and a top supplier of sustainable and natural ingredients, today announced that it will be launching a new clean haircare brand through a partnership with Jonathan Van Ness, American hairdresser, television personality, podcast host, actor and author.

The partnership aims to de-gender and revolutionize the haircare industry with the best performing sustainable products. This will further expand Amyris's presence in the clean beauty space beyond its Biossance® skincare, Pipette® baby and mother care, and recently announced Rose Inc.™ clean cosmetics brands.

The global haircare market represents approximately 25% of the \$300 billion beauty market and has experienced growth acceleration during 2020 with more than 50% of consumers choosing clean and sustainable haircare products. Enabled by its proprietary Lab-to-Market synthetic biology platform, Amyris has developed and produces some of the leading clean ingredients to lead the transformation of the haircare industry to a clean and sustainable future.

The new haircare brand is expected to launch during the summer of 2021 and will offer unparalleled ingredient efficacy, clean formulas and packaging, with genuine inclusivity. The new brand, which focuses on addressing hair health needs, will feature a proprietary Amyris ingredient, hemi-squalane, a powerfully hydrating silicone-alternative that is effective across all hair textures.

For years, Van Ness has been celebrated for his passion and talent for haircare, shining in Netflix's Emmy Award-winning reboot of "Queer Eye" as the show's hair guru and self-care advocate. "I am more like the anti-transformation beauty expert: I want to empower people to love themselves and accept themselves," explained Van Ness. He is equally passionate about finding products that are powerfully effective and consciously created. "I have had a successful working relationship with Amyris for years because I believe in their mission and their clean, innovative formulas. They are my dream partner to bring this inclusive haircare brand to life because they remain committed to making a positive impact on their consumers and the planet."

"Jonathan has been an incredible partner to Amyris, most recently as the Global Self-Care Ambassador for Biossance," said Catherine Gore, President of Biossance. "His beauty and haircare expertise, combined with his passion for inclusivity and sustainability, make him an ideal partner. We are thrilled to embark on this new journey with Jonathan who, like Amyris, believes everyone should have access to clean, sustainable, and efficacious products."

"Haircare is one of the fastest growing categories in beauty, and we are aiming to lead a significant shift in the industry via this partnership with Jonathan," said John Melo, President and Chief Executive Officer of Amyris. "This new haircare brand will be a great addition to our offering in skincare, baby and mother care and clean color cosmetics. The momentum of our expanding consumer brand portfolio along with the significant progress on the previously communicated strategic transactions sets us up well for continued sector leadership in 2021."

About Amyris

Amyris (Nasdaq: AMRS) is a science and technology leader in the research, development and production of sustainable ingredients for the Clean Health & Beauty and Flavors & Fragrances markets. Amyris uses an impressive array of exclusive technologies, including state-of-the-art machine learning, robotics and

artificial intelligence. Our ingredients are included in over 3,000 products from the world's top brands, reaching more than 200 million consumers. Amyris is proud to own three consumer brands - all built around its No Compromise® promise of clean ingredients: Biossance® clean beauty skincare, Pipette® clean baby skincare and Purecane™, a zero-calorie sweetener naturally derived from sugarcane. For more information, please visit www.amyris.com.

Forward-Looking Statements

This release contains forward-looking statements, and any statements other than statements of historical fact could be deemed to be forward-looking statements. These forward-looking statements include, among other things, statements regarding the aim of Amyris and Van Ness's new brand to de-gender and revolutionize the haircare industry; the expected expansion of Amyris's presence in the clean beauty space; the expected timing of the launch of the new haircare brand; the potential of the new haircare brand to offer unparalleled ingredient efficacy, clean formulas and packaging with genuine inclusivity; the potential of hemi-squalane to be effective across all hair textures and deliver superior performance; Amyris's aim of leading a significant industry shift through the Van Ness partnership; and any momentum gained by expanding Amyris's consumer brand portfolio, together with expected strategic transactions, establishing Amyris as a continued leader in the sector through 2021. These statements are based on management's current expectations and actual results and future events may differ materially due to risks and uncertainties, including risks related to potential delays or failures in development, production and commercialization of products, risks related to Amyris's reliance on third parties (including in the supply chain), Amyris's liquidity and ability to fund operating and capital expenses, and other risks detailed from time to time in filings Amyris makes with the Securities and Exchange Commission, including Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Amyris disclaims any obligation to update information contained in these forward-looking statements, whether as a result of new information, future events, or otherwise.

Amyris, the Amyris logo, No Compromise, Biossance, Pipette, and Purecane are trademarks or registered trademarks of Amyris, Inc. in the U.S. and/or other countries.

SOURCE Amyris, Inc.

For further information: Investor Contact: Argot Partners, Dawn Schottlandt, amyris@argotpartners.com, +1 (212) 600-1902; Amyris, Inc., Peter DeNardo, investor@amyris.com, +1 (510) 740-7481; Media Contact: Amyris, Inc., Beth Bannerman, Chief Engagement & Sustainability Officer, Amyris, Inc., bannerman@amyris.com, +1 (510) 914-0022

<https://investors.amyris.com/2021-01-11-Amyris-Creates-Partnership-With-Jonathan-Van-Ness-To-Launch-Leading-Clean-Haircare-Brand>