



## PRESS RELEASE

Bio-on S.p.A.

### **Bio cosmetics: Bio-on bioplastic designed for cosmetics that defend the environment**

The new formulation of Bio-on's revolutionary PHA bioplastic can replace the microbeads contained in cosmetics that pollute the seas and are now banned in the USA.

Bologna (Italy) 16 May 2016 - Few are aware that **cosmetics pollute the rivers and seas** due to the presence of microscopic particles of oil-based and non-biodegradable plastic (polyethylene, polypropylene and other types of polymers). To solve this problem and make every beauty product "environmentally friendly", **Bio-on S.p.A.** has developed and patented a revolutionary, innovative solution based on the bioplastic Minerv PHA, which is made from renewable and 100% biodegradable plant sources. The new formulation, called **Minerv PHA Bio Cosmetics** (type C1), is designed to make microbeads suitable for the cosmetics industry.

The plastic micro particles (known as microbeads) currently used as thickeners or stabilisers in such widely used products as lipstick, lip gloss, mascara, eye-liner, nail polish, creams, shampoo, foam bath and even toothpaste pollute the environment because once they are rinsed off after use (or after washing), they become a permanent part of the natural cycle: plankton in the rivers and seas swallow these microscopic plastic particles and thus introduce them into the food chain. **The level of pollution is so serious that the USA government has decided to bring in a law (*Microbead-Free Waters Act of 2015*) banning the use of oil-based polymers in body care products.**

The use in cosmetics products of **Minerv PHA Bio Cosmetics eliminates these pollutants** because the micro particles of bioplastic are naturally biodegradable in water and, therefore, do not enter the food chain. What is more, the biopolymer developed at the **Bio-on** laboratories actually decomposes into a nutrient for some micro-organisms and plants present in nature. The benefit for the environment is therefore two-fold.

"From now on, cosmetics companies will have the chance to safeguard the environment and make their products 100% ecological," explains **Marco Astorri, Chairman of Bio-on S.p.A.**, "while retaining their performance and effectiveness. Here too, Bio-on bioplastic demonstrates that it can replace conventional oil-based plastic in terms of performance, thermo-mechanical properties and versatility".



Bio-on has also discovered that, within a given cosmetics product, Minerv PHA Bio Cosmetics bioplastic (formulation type C1) is capable of binding active molecules and antioxidants, such as Coenzyme Q10, vitamins, proteins, and active substances in general, transporting them naturally to parts of the body where cosmetics products are normally applied. After having located the active substance where it must act, the micro particles of bioplastic are naturally washed off or absorbed without a trace.

**Bio-on bioplastics are made from renewable plant sources, some of which is waste, with no competition with food supply chains, and are 100% naturally biodegradable. Bio-on owns the entire technological process for production and use of the various grades of PHAs and applies the Intellectual property business model strategy.**

"We license the use of formulations and technology to big players in each market," explains Astorri. Bio-on is present around the world today in plants currently being authorised and constructed in France, Brazil and Italy, which are licensed to use our technology. Other license agreements are being finalised to extend our presence elsewhere. We provide the possibility of producing large quantities of PHAs and, at the same time, seek out innovative and highly strategic solutions for its use".

Visit [www.bio-on.it](http://www.bio-on.it) and follow the link on the home page to learn more about this new family of products, the exclusive patent and PDF documents in 6 languages.



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### **BIO-ON S.p.A.**

Bio-On S.p.A., an Italian Intellectual Property Company (IPC), operates in the bioplastic sector conducting applied research and development of modern bio-fermentation technologies in the field of eco-sustainable and completely naturally biodegradable materials. In particular, Bio-On develops industrial applications through the creation of product characterisations, components and plastic items. Since February 2015, Bio-On S.p.A. has also been operating in the development of natural and sustainable chemicals for the future.

Bio-On has developed an exclusive process for the production of a family of polymers called PHAs (polyhydroxyalkanoates) from agricultural waste (including molasses and sugar cane and sugar beet syrups). The bioplastic produced in this way is able to replace the main families of traditional plastics in terms of performance, thermo-mechanical properties and versatility. Bio-On PHA is a bioplastic that can be classified as 100% natural and completely biodegradable: this has been certified by Vincotte and by USDA (United States Department of Agriculture). The Issuer's strategy envisages the marketing of licenses for PHAs production and related ancillary services, the development of R&D (also through new collaborations with universities, research centres and industrial partners), as well as the realisation of industrial plants designed by Bio-On.

The alphanumeric codes for ordinary shares "ON" IT0005056236, for ordinary shares "ON" with bonus share IT0005056228 and for warrants "WARRANT Bio-On 2014-2017" IT0005056210. The minimum unit of trading envisaged by the Italian Stock Exchange is 250 shares.

Company Nomad is EnVent S.p.A.. Banca Finnat Euramerica S.p.A. acts as company specialist.

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