



North Sails chooses MyKAI: the revolutionary cosmetics line for sun protection that respects the skin and the sea.

Rome-Bologna 11 July 2019 - From today, **MyKAI**, the Ocean-Friendly cosmetics line created out of the alliance between Bio-on and Unilever is **available at NORTH SAILS stores**. MyKAI sun protection products contain no microplastics and their formulation is enriched with an “ocean-friendly” system made from **100% mineral filters** and a powerful **SPF (Sun Protection Factor) booster**. MyKAI sunscreen lotion is available in three face and body types: **SPF 15, SPF 30** and **SPF 50**, which protect the skin from UVB rays, responsible for sunburn, and UVA rays, associated with long-term sun damage.

MyKAI's SPF booster is made from the revolutionary MinervPHB RIVIERA polymer micro powder created out of Bio-on's biopolymer research and its patented technology, which also enables fewer filters to be used whilst guaranteeing the same level of protection. The biopolymer synthesized by Bio-on is 100% natural, 100% biodegradable, 100% biocompatible, Cosmos and Natrue certified and GMO free. MyKAI sun protection products are also a pleasure to use, thanks to their light texture and summer fragrance for an exclusive sensory experience that leaves no residue.

“The future of our seas and oceans depends on us, on the choices made by individuals and businesses,” says **Bio-on Chairman and CEO Marco Astorri**. “We are extremely pleased that North Sails too has chosen MyKAI. Their decision shows just how focused on the environment and innovation the North Sails brand has always been.”

“North Sails is the perfect home for MyKAI,” adds **Elisa Riva, Head of Marketing North Sails**. “Our love of the ocean drives us to take concrete action to save our seas. It isn't too late. That's why we offer ocean-friendly alternatives in our stores to raise consumer awareness and offer products that meet the new market demand, especially from younger people.”

The new **MyKAI** brand is designed to safeguard the seas and oceans and references the Hawaiian terms **Kai (sea)** and **Makai (to the ocean)**. It is inspired by the principles of Hawaii, one of the countries at the cutting edge in marine ecosystem protection and where Bio-on began its work in the early days.

The MyKAI launch is part of Bio-On's “**Cosmetics save the ocean**” project, backed up by the company's major research and development, which aims to help solve the serious problem of oceanic pollution, to safeguard the environment and come up with new ways of making cosmetics more sustainably.

NORTH SAILS in Italy: <https://webstore.northsails.com/it/it/homepage/>

NORTH SAILS stores in Italy: <https://webstore.northsails.com/it/it/stores/>

LOVE THE SEA, LOVE YOURSELF
MyKAI



www.my-kai.com

Unilever

Unilever is one of the largest companies operating on the Food, Refreshment, Home and Personal Care markets. Located in over 190 countries around the world, its products are used by 2.5 billion consumers every day. The company portfolio includes over 400 brands found in homes all over the world, such as *Dove*, *Sunsilk*, *Knorr*, *Algida*, *Magnum*, *Lipton*, *Mentadent*, *Svelto*, and *Coccolino*. The Unilever Sustainable Living Plan (USLP), outlining the company's sustainable growth plan, has three main goals:

- Help more than 1 billion people to improve their health and wellbeing by 2020
- Halve the environmental impact of its products by 2030
- Improve the living conditions of millions of people by 2020

The USLP acts as a guide that leads to value creation, boosting growth and trust and cutting risks and costs. The company's sustainable brands are growing 46% more quickly than its other brands and make up approximately 70% of growth recorded by Unilever in 2017. In 2018, Unilever came top of the Dow Jones Sustainability Index in its category of reference. Unilever has also topped the ranking of Global Corporate Sustainability Leaders for the last eight years, resulting from the research that GlobeScan/SustainAbility runs every year.

For further information on Unilever and its brands, visit: www.unilever.it

For further information on the Unilever Sustainable Living Plan: <https://www.unilever.it/sustainable-living/>

Bio-on S.p.A.

Bio-on S.p.A. is an Italian Intellectual Property Company (IPC) operating on an international scale. Listed on the AIM segment of Borsa Italiana since 2014, Bio-on licenses and manufactures the world's most innovative bioplastics, conducting applied research and developing advanced bio-fermentation technologies, and cutting-edge natural and sustainable chemicals for the future. Bio-on's biopolymers, PHAs or polyhydroxyalkanoates, are made from renewable plant sources with no competition with food supply chains, including molasses and sugar beet and sugar cane syrups, fruit and potato waste, carbohydrates, glycerol, waste frying oil and even carbon dioxide in the atmosphere. Bio-on bioplastics, called Minerv PHAs, have the same thermo-mechanical properties as conventional oil-based plastics with the advantage of being completely eco-sustainable: 100% natural and 100% biodegradable, as certified by Vincotte and by USDA (United States Department of Agriculture). The great versatility of PHAs means Bio-on can produce Minerv PHAs bioplastic in microscopic dimensions to replace the invisible microbeads used in cosmetics products, in professional SLS 3D printers, fragrances, animal feed and many other applications. To promptly meet the exponentially rising and increasingly diversified demand, Bio-on, which is already working alongside big multinationals to develop alternatives to conventional plastics, operates through six Business Units: **Bio-on Plants, RAF, Recovery And Fermentation, CNS (Cosmetic, Nanomedicine & Smart Materials), SMD (Structural Materials Developments), fdm (Fashion Development Material) and ENG (Engineering).**

NORTH SAILS: A STORY OF PASSION

In 1957, the American engineer, sailor and gold medallist Lowell North decided to make the fastest racing sails in the world.

Year after year, regatta after regatta, Lowell North and his team worked tirelessly on developing new technologies and high-performing textures capable of ensuring excellent wind and water resistance. Driven by the same passion and spirit as Lowell North, the Italian headquarters of North Sails in Rapallo launched its first ready to wear collection in 1989. Apparel and accessories designed to tackle the open ocean and navigate confidently through the city.

NORTH SAILS: A STORY OF COMMITMENT

The North Sails philosophy is "Go Beyond", encapsulating the spirit of going where others cannot. Exploration, innovation and connection to the ocean are the values behind the brand's aesthetic and ethics, which have always focused on environmental action and protection.

Web: <http://it.northsails.com/Default.aspx>