

## PRESS RELEASE

# Mibelle Biochemistry Celebrates 30 Years of Innovation in 2021



### Inspired by Nature – Realized by Science

It all started back in 1991 when Mibelle Biochemistry was founded as a business unit of Mibelle Group in Switzerland, by Dr. Fred Züllli. From there, in 1994, Mibelle Biochemistry entered the international cosmetic market with a new molecule: “Sodium Carboxymethyl Beta-Glucan.” A small team working together with Fred Züllli and Franz Suter developed the product and established the plant for production. Today, almost seventeen years later, CM-Glucan and its immune-boosting properties continue to be of great interest, especially in the pandemic. With this innovative new molecule, Mibelle Biochemistry was able to build up its distribution network in 50 countries. However, the global breakthrough for Mibelle Biochemistry came in 2008 with the launch of its blockbuster ingredient PhytoCellTec™ Malus Domestica. Mibelle Biochemistry became the first company to offer plant stem cells to the cosmetic market. With the plant cell culture technology known as PhytoCellTec™ the large-scale cultivation of callus cells from rare or protected plants, such as the “Uttwiler Spätlauber” apple variety, was achieved. In fact, the PhytoCellTec™ technology was even recognized at The United Nations Conference on Sustainable Development (Rio+20) as an Eco breakthrough.

“Our unique ingredients are inspired by nature and realized by science. Our mission is innovating for your success,” explains Dr. Züllli. “This is what makes Mibelle Biochemistry stand out, along with our customer-oriented service culture.”

With the headquarters in Switzerland and operating offices in the US and France, Mibelle Biochemistry has strengthened its position in the global cosmetic industry over the last 30 years. Under the name “Food & Health”, Mibelle Biochemistry established a second product portfolio with active ingredients for the food supplements market four years ago. Its small range of highly innovative ingredients is expected to grow very quickly in the coming years.

## A journey of award-winning excellence and innovation

Mibelle Biochemistry can reflect on an impressive journey of winning a variety of prestigious industry awards. Some of the more recent awards include the in-cosmetics Innovation Zone Best Ingredient Bronze Award for Alpine Rose Active and a BSP Award for IceAwake™ in the Most Innovative Raw Material category. Another highlight for Mibelle Biochemistry came in 2020 when it received the Frost & Sullivan Award for Global Personal Care Active Ingredients Company of the Year. In 2018, Mibelle Biochemistry was presented with the in-cosmetics Innovation Zone Best Ingredient Gold Award for MossCellTec Nr. 1. And exactly 10 years after launching the plant stem cell concept, Mibelle Biochemistry was the first company to introduce the sustainable production of moss cultures to the cosmetic industry.

This year, Mibelle Biochemistry celebrates an important anniversary and can look back on an exciting thirty-year journey in the cosmetic industry. We at Mibelle Biochemistry are very proud of the successful collaborations with our customers and distributors around the world during this time. And we are now very much looking forward to continuing this fascinating journey in which we can offer innovative actives based on the motto “Inspired by nature realized by science” to the fast-changing cosmetic industry.



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