

**PRESS RELEASE**



**COSMETIC & BEAUTY INDUSTRY**

**PYLOTE & ASQUAN WILL PROVIDE UNIQUE & HYGIENIC  
MAKEUP BRUSH & MASCARA TO COSMETIC BRANDS**

**Toulouse, September 2, 2019** - PYLOTE, a key player in the cleantech industrial mineral and ceramic chemistry, and ASQUAN GROUP, an up and coming technology driven company that sources, creates, produces and markets ground breaking beauty solutions, announce the signing of an industrial and commercial agreement to provide innovative, cleaner, safer and greener makeup brushes & mascara applicators to cosmetic brands and their consumers in the US market.

The breakthrough innovation provides natural bacterial and viral contamination protection, giving makeup brushes and beauty accessories an unprecedented level of safety and hygiene as yet, unseen in the market. The addition of patented PYLOTE technology automatically extends the shelf life of the product. However, more importantly, brushes and other tools would not require typical maintenance and disinfecting during their entire period of use, which brings tremendous benefit and peace of mind to the consumer while reducing the ecological footprint.

To give entire legitimacy to this breakthrough innovation, PYLOTE has conducted a complete industrial evaluation & qualification of the benefits of prototype “Pylote Added” makeup accessories. Successful tests performed by independent laboratories demonstrated the effectiveness of this French made innovation and it’s powerful natural protection. Specifically, the results of these tests showed that the PYLOTE technology maintains a high level of microbiological hygiene during the period of use against even the most virulent antibiotic resistant bacteria and viruses such as those responsible for herpes or for conjunctivitis, therefore guaranteeing a safer use of cosmetic accessories and applicators. It is also extremely effective at eliminating the risk of contamination between uses as well as cross contamination between consumers.

This innovative combined new offer is based on the unique, greener, powerful and regulatory compliant PYLOTE’s antimicrobial technology. Obtained by in-house green manufacturing process, mineral ceramic microspheres are directly integrated into various cosmetic accessories, such as makeup brush & mascara, without any change in the existing manufacturing process.

Since 2016, the PYLOTE innovation, which is in compliance with the FDA, cosmetic, pharmaceutical, food, international regulations and COSMOS approved, has been repeatedly and internationally awarded-winning (Pharmapack Award, CPhI Pharma Award, the Oscar of Packaging, Trophy of CSR Solutions).

Both companies will now provide a completely unique reliable and added-value offer for makeup brushes & mascara applicators to the cosmetics and beauty industry; an industry that increasingly faces the growing concerns regarding the risk of microbial contamination and the consumer demand for hygienic, healthy, safe and environmental friendly products; a true CSR approach to serve their image.

*“I’m delighted about this agreement with ASQUAN following a very enthusiastic process of qualification with both of our teams. The combination of our respective expertise is truly a leap forward in providing fully operational, responsible, cleaner and safer solutions, with an immediate impact of hygiene, security and comfort for today’s exacting consumers. It reinforces our presence within the cosmetic market, especially in the US, by making innovative beauty products cleaner, safer and greener for consumers. This new step forward is the concrete expression of our “Boost 2021” program aimed at significantly increasing our sales in the next two years”* said Loïc Marchin, CEO of PYLOTE.

Henri Tinchant, President of ASQUAN said *“I am equally thrilled to be announcing this pivotal agreement with Pylote and look forward to kicking off the first projects immediately. Our strategy here at Asquan Group is to develop fully effective, holistic innovation based on delivering a robust benefit to the end user. By partnering with recognised experts in their field, we can guarantee our clients cutting edge and proven technology on a fast to market time scale. The sustainable benefits will be increasingly important to our customers and they too, tie in with our own 2021 directives towards being a more eco aware organization”*.

Both companies will present this new offer at MakeUp in NewYork on September 11th (12-45pm - 1:20pm) through a presentation by Stéphane Thiollier, Managing Director, Pylote and Henri Tinchant, President, Asquan. The main subject of this conference will be *“Focus on innovation: unique & hygienic new beauty accessories as yet unseen in the market”*.

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**ABOUT PYLOTE** - Founded in 2009 and based in Toulouse (France), Pylote is a key player in the cleantech industrial mineral and ceramic chemistry, globally recognized by its in-house breakthrough and sustainable innovation. Pylote is developing, producing and selling a unique natural protection solution patented from process to applications that solves issues faced by consumers with regards to safety, hygiene and sustainability. By focusing on market differentiation, Pylote supports its clients in the pharmaceutical, cosmetic, food and industrial markets for regulatory, marketing and industrial steps to generate a powerful value proposition in a quick time to market, without neither investment nor change in the current manufacturing process. For more information about Pylote [www.pylote.com](http://www.pylote.com)

**ABOUT ASQUAN** – Since 2016, Asquan group has grown dynamically to become an award winning and notable player in the world of beauty manufacturing and innovation. Our global design development and engineering teams pride themselves on proactive, future targeted creativity whilst our sales teams focus on exemplary customer service and speed to market. Sustainability and the implementation of green solutions are pivotal key drivers that form the very core of our business. For more info contact: [info@asquangroup.com](mailto:info@asquangroup.com).

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