

For immediate release

Contact: Pascaline Criton, Marketing Communications Coordinator, Sederma +33 (0)134 578 293
pascaline.criton@sederma.fr

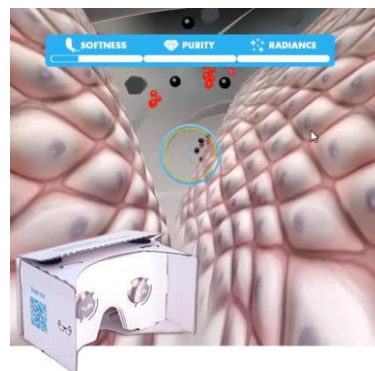
19 April 2016

Enter virtual reality to fight against pollution damage to the skin with Sederma's Citystem™

Sederma invites you to an incredible 3D ride within the epidermis to fight against pollution damage to the skin. This virtual reality game is an innovative way to discover Sederma's latest active ingredient Citystem™.

"As an innovative company, it is obvious for Sederma to use the latest technologies to deliver new experiences to our customers," said Olga Gracioso, Sederma Marketing Director. "Our VR game reproduces the skin 3D architecture to show adverse effects of pollution and how our active Citystem™ positively acts in depth to provide visible benefits. It combines education, entertainment and fun."

Ready for a unique immersive experience? The application is freely downloadable in both Android and iOS versions from Google play and App store. Links are available @ www.sederma.com/app



About Sederma – www.sederma.com

Founded in 1964, Sederma became a member of the Croda International Group in 1997. Sederma is dedicated to the development of active ingredients and in the creation of innovative concepts for cosmetics, based on the mastery of biotechnology, fine chemistry and vegetal extraction. Sederma has developed a unique range of actives with substantiated efficacy for facial skin care, body care, sun care, hair care and men's care.

With the acquisition of the company Istituto di Ricerche Biotechnologiche (IRB) by Croda, Sederma is now also offering an array of plant stem cell ingredients with guaranteed efficacy, reproducibility and absolute sustainability.

About Croda – www.croda.com

Established in 1925, Croda is the name behind high performance ingredients and technologies in some of the world's biggest and most successful brands: creating, making and selling speciality chemicals that are relied on by industries and consumers everywhere.

They have a network of over 4,200 passionate and committed employees, working together as one global team across manufacturing sites and offices in 36 countries. Croda is a FTSE250 company with a flexible structure that allows them to focus on developing and delivering innovative, sustainable ingredients that their customers can build on in: Coatings and Polymers, Crop Care, Geo Technologies, Health Care, Home Care, Industrial Chemicals, Lubricants, Personal Care and Polymer Additives.