



PRESS RELEASE

ANNEMARIE BÖRLIND wins *Les Victoires de la Beauté* award

(Calw, March 2022) We've been waiting for several months now, but it's finally time to reveal the winner! ANNEMARIE BÖRLIND's NATUCOLLAGEN BOOST Facial Fluid has won the *Les Victoires de la Beauté* 2022 prize in the "Organic" category, scoring 17.76 out of 20. This represents a new quality guarantee – both for the brand itself and this particular product released in 2021.

As part of the NATUCOLLAGEN BOOST range, ANNEMARIE BÖRLIND is the first natural cosmetics brand to use vegan collagen naturally extracted from maize, soy and wheat proteins in its products. Vegan collagen has moisturizing properties that are more effective than those of conventional collagen.

The awards ceremony was held remotely on Wednesday, February 16 and streamed on the *Les Victoires de la Beauté* YouTube channel. *Les Victoires de la Beauté* are the leading awards for responsible cosmetics decided by the general public.

All products competing for the award are blind-tested and evaluated by a jury of 40 consumers, all controlled by sensory analysis laboratories. The jury is composed of people who regularly use organic products. An overall assessment score is calculated subsequently. As with classic products, any products applying to be certified organic must be given a score greater than or equal to the required qualitative threshold at the end of the test period. These thresholds vary depending on the product's pleasure factor, ranging from 14/20 for delicate care products, serums and premium products to 12/20 for more functional products.

Annemarie Börlind, 60 years of natural and innovative care. Its creator, Annemarie Lindner, founded the brand in 1959 based on her lifelong philosophy: "If I can't eat it, I won't put it on my skin." Even today, this wise ethos is at the heart of all the brand's face, body, make-up, sun and men's care formulas, which are developed in the Black Forest and available in 40 countries.

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