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News Release

For Immediate Release

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**Natural Anti-Wrinkle Ingredient for US Nutricosmetics Market
Potent Anti-Wrinkle Ingredient for Beauty from Within**

Frutarom Inc., USA, announces a new business relationship with Copalis, France. Frutarom will market Copalis's well-being and oral cosmetics ingredients to the functional food, dietary supplement and nutricosmetic markets in North America. The first offering of this strong alliance is Collactive™, a natural anti-wrinkle ingredient targeting the rapidly growing "beauty-from-within" category.

"Collactive™ is one of the most prominent oral beauty ingredients in the French beauty-from-within market," says Laurent Leduc, VP USA Health Division of Frutarom USA. "We are excited to bring this natural anti-wrinkle ingredient to the American nutricosmetics market. This opens up new opportunities for companies seeking to expand their product line into personal care."

Collactive™ marine-based, all-natural ingredient is composed of marine collagen and elastin peptides in the same ratio found naturally in skin. Collagen and elastin are two main constituents of dermal connective tissue. When taken orally, collagen and elastin have shown a synergistic anti-wrinkle action, stimulating skin to lift and tone sagging areas and minimize lines and wrinkles while increasing skin moisture retention.

Thanks to its low molecular weight, Collactive™ is water-soluble and fully digestible. It can easily be applied to clear beverage formulations, making it an ideal anti-aging ingredient for beauty drinks and beauty-from-within formulations," explains Leduc. "Its excellent, mild taste profile gained reputation among beauty-beverage manufacturers in Europe. Collactive™ also can be incorporated into capsules, tablets and food products, such as nutrition bars."

In a study performed by DermScan Laboratories, France, the anti-wrinkle, moisturizing properties and safety of Collactive™ were evaluated through a clinical study of 43 women aged 40 to 55 with crow's feet-type wrinkles. The study showed Collactive™ can safely increase skin moisture and decrease the number of deep wrinkles. It provided a protective effect against wrinkles compared to the placebo group.

Researchers used skin-analysis equipment to measure the number and depth of wrinkles, as well as skin hydration. Tolerance of Collactive™ was evaluated through a clinical examination and volunteers were asked to complete a questionnaire. After 28 days, Collactive™ caused a significant decrease (19%) of the number of deep wrinkles in 71% of the subjects. The level was stabilized at day 84. In the placebo group, an increase in the number of deep wrinkles was noted at both day 28 and day 84. In addition, Collactive™ caused a moisturizing effect on the skin. This capacity to decrease wrinkles and increase skin moisture helps fight skin aging, especially during winter months. Today's consumers are starting to grasp that what you eat can affect how you look. Collagen and elastin have been used

topically in cosmetic products, but this study shows Collactive also can be taken orally to help combat signs of aging.

About Frutarom

Established in 1933, Frutarom is a rapidly growing global flavor and fine ingredients company. Frutarom develops, manufactures and markets an extensive variety of high quality flavors and natural fine ingredients for customers in the food, beverage, flavor, fragrance, pharmaceutical, nutraceutical and cosmetic industries. Frutarom's 20,000 products are sold to more than 10,000 customers in 120 countries around the world. The Frutarom Group has 1,500 employees worldwide and manufacturing facilities in Europe, North America, Israel and Asia.

Frutarom operates through two divisions.

Frutarom provides tasty and healthy solutions to its customers fulfilling our vision: *To be the Preferred Partner for Tasty and Healthy Success.*

Frutarom Industries Ltd. is a public company whose stock is listed on the Tel Aviv and London Stock Exchanges. As of January 1, 2003 Frutarom has been included in the Tel Aviv 100 Index.