

## PRESS RELEASE

### BRAIN congratulates the strategic collaboration partner: Symrise SymSitive® 1609 wins Cosmetics Innovation Award "naturals/actives" 2010

Zwingenberg, Germany, May 11, 2010: Symrise AG, who in 2007 founded a strategic collaboration with BRAIN AG in the field of innovative cosmetics development, received the highly esteemed 2010 BSB Innovation Prize for its cosmetic ingredient SymSitive® 1609, jointly developed within the strategic R&D program. This renowned prize is recognized as the "Oscar" within the cosmetics business. The soothing properties of the substance are, due to its highly specific mode of action, a breakthrough in care products for sensitive skin.

Symrise's soothing ingredient SymSitive® 1609 took home the first prize in the category of "Innovative raw materials: naturals/actives." The award was presented on April 14, in Paris, at this year's In-Cosmetics international trade fair. Since 2003 the annually awarded winners are selected by an independent, international jury consisting of prestigious representatives of the cosmetics industry including Unilever, La Prairie Group, Procter & Gamble, Mibelle Cosmetics and many others.

There is a clearly defined need for effective ingredients which soothe the skin. Harmful environmental factors, stress, fatigue and other influences mean that more and more people have problems with sensitive skin. This fact has led the co-operation partners as early as 2007 to identify effective ingredients and enter a rationale, molecular funded R&D approach.



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# B·R·A·I·N

SymSitive® 1609 was developed within the collaboration between BRAIN, Symrise and AnalytiCon Discovery. It was identified using a proprietary cellular based screening system developed and established by BRAIN. In the labs human cell lines, in which the human, skin irritations mediating receptor (TRP V1) is functionally introduced, were used for the selection of bioactive molecules. In this campaign more than ten thousand natural compounds, supplied by the consortial partner AnalytiCon, were screened for its application in the field of sensitive skin.

“From the huge amount of on a molecular basis receptor mediating compounds in the end of the day SymSitive® 1609 was developed as the effective substance”, explains Dr. Michael Krohn, at BRAIN responsible for the program and Unit Head BioActives & Performance Proteins. “In clinical studies SymSitive® 1609 has also shown its convincing efficacy in man. It is not always the case that promising in vitro results are supported under real cosmetic applications. This is an impressive confirmation for our molecular approach.”

SymSitive® 1609 soothes by minimizing hypersensitivity reactions of the skin, as it reacts as an antagonist of the capsaicin receptor TRP V1 (“transient receptor potential cation channel, subfamily V, member 1”). The substance has a significant impact on burning and stinging. Using SymSitive® 1609 directly lowered Capsaicin-induced stinging and burning below the sensory threshold and immediately had a strong soothing effect on the skin.

“Together with Symrise we are very pleased about this renowned award. It is a result of the intense and productive cooperation between the three partners BRAIN, Symrise and AnalytiCon. Within the collaboration we managed it to develop an innovative product from the idea to the market in not more than two years and noticed a broad interest from the cosmetic industry”, says BRAIN CEO, Dr. Holger Zinke. “The high-tech approach used in this collaboration, in which molecular biology and cell biology is connected to the natural compound chemistry and the cosmetic expertise has the potential to also transform other parts of the cosmetic industries. It is a central part of the future development activities within BRAIN on our search for active product components.”

Please find further details on SymSitive® 1609 in the scientific and patent literature cited below.

# B•R•A•I•N

Scientific Publications and Patent Applications zu SymSitive® 1609

Haustedt et al. (2008) 25. IFSCC, Barcellona, Abstract Band Vol. 3, 49-52

PCT Patent application WO 2009/087242 A2

Küper et al. (2010) Exp. Dermatol. (in press)

Review Article on „Bioceuticals“ and Screening Technology

Krohn et al. (2008) Biotechnol. J. 3, 1147-1156

## About BRAIN AG

BRAIN AG is an industrial “white” biotech company which discovers and develops novel bioactive natural compounds and proprietary enzymes for its partners and customers in the chemical and pharmaceutical industries, as well as the food and cosmetics industries. With its unique approach to the discovery and production of new biological compounds and biocatalysts, the company achieves creative solutions by harnessing nature’s untapped biodiversity. Its success is built on its proprietary BioArchive comprising millions of genes, proteins and metabolic pathways from microbial isolates and metagenome libraries.

Since its foundation in 1993, BRAIN has entered into over 60 strategic collaborations with nearly all the relevant companies within the chemical industry as e.g. BASF, Ciba, Clariant, Evonik Degussa, DSM, Genencor, Henkel, Nutrinova, RWE, Sandoz, Schering, Südzucker and Symrise, to name but a few. Currently, BRAIN employs 80 highly skilled people.

For his groundbreaking industrial biotechnology activities for a sustainable „biologisation of the chemical industry“ using nature’s toolbox for industrial processes, BRAIN CEO Dr. Holger Zinke received the “Deutschen Umweltpreis 2008” of the “Deutsche Bundesstiftung Umwelt”, DBU.

[www.brain-biotech.de](http://www.brain-biotech.de)

## Pictures



The renowned BSB Innovation prize 2010 in the category innovative raw materials „naturals/actives“ was awarded to SymSitive® 1609, soothing ingredient compound identified in the strategic co-operation between Symrise, BRAIN and AnalytiCon.

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View into the molecular biology-laboratory of BRAIN AG. The scientist develop cell lines which are able to select bioactive compounds from natural compound libraries.

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Pictures and text please also find on [www.brain-biotech.de](http://www.brain-biotech.de).