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Press release

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Studies show olfactory advantage of DHA Plus over pure DHA

Self-tanners containing DHA Plus from Merck smell better and offer a healthy tan without harmful UV rays

Darmstadt, November 25, 2009 – A recent efficacy study conducted by Institute Dr. Schrader in Holzminden, Germany, has revealed that the self-tanning active ingredient DHA Plus from Merck KGaA makes the development of self-tanner formulations with a highly pleasant smell possible. In a comparative double-blind study, dihydroxyacetone (DHA) and DHA Plus were both applied to the forearms of 29 test subjects; thereafter the smell was assessed after different time intervals had elapsed.

The subsequent olfactory analysis showed DHA Plus to be the clear favorite: In comparison with the emulsion containing pure DHA, the smell of the formulation containing DHA Plus was perceived as being far more pleasant. The results thus reflect the findings of scientific investigations at Merck, which were also aimed at comparing the smell of DHA and DHA Plus in cosmetic formulations, with all test subjects giving preference to DHA Plus.

According to these studies, DHA Plus is superior to pure DHA with regard to both smell (olfactory perception of the test subjects) in the cosmetic formulation as well as in vivo, i.e. during the tanning reaction. Consequently, self-tanning emulsions need not have an unpleasant smell. With DHA Plus, Merck has the right product for consumers who want an even tan without an unpleasant smell.

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Merck KGaA

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DHA is the key ingredient of self-tanners and has been used successfully in the cosmetics industry for over 40 years. With the introduction of numerous tinted day creams containing self-tanning ingredients, the importance of dihydroxyacetone has continued to increase.

Merck is a leading manufacturer of ingredients for the cosmetics industry. Apart from decorative effect pigments, the company offers customers functional skin care and protection solutions. In particular, effect pigments and functional products are used in many cosmetic products and packaging in order to lend color, luster, gloss and other effects and to strengthen brand identity. Merck offers a wide range of active ingredients used in skin care cosmetics to protect the skin against UV radiation and premature aging. More information about the range of products offered by Merck can be found at www.merck4cosmetics.com.

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Merck is a global pharmaceutical and chemical company with total revenues of € 7.6 billion in 2008, a history that began in 1668, and a future shaped by approximately 33,000 employees in 60 countries. Merck's success is characterized by innovations from entrepreneurial employees. Merck's operating activities come under the umbrella of Merck KGaA, in which the Merck family holds an approximately 70% interest and shareholders own the remaining approximately 30%. In 1917 the U.S. subsidiary Merck & Co. was expropriated and has been an independent company ever since.