

# STANDARD PRESS RELEASE

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## **CORE BIODEGENESIS APPOINTS MS. MARION AUDEMARD AS SALES LEAD FOR EUROPE TO STRENGTHEN THE ADOPTION OF PEAUFORIA™ AND PEAUVITA™ IN THE EU COSMETIC MARKET**

*Following the appointment of Mr. Tony Abboud as Chief Commercial Officer and Mr. Suil Park in Asia, the award-winning French biotech grows its direct sales capability again with proven expertise in Europe.*

**STRASBOURG, FRANCE, March 5th, 2025** – Core Biogenesis, a pioneering biotechnology company at the forefront of protein and peptide-based active ingredients, is pleased to announce the appointment of Marion Audemard as its new Technical Sales Lead for Europe. With over a decade of experience in the cosmetics industry, Marion will play a key role in expanding the company's footprint across the European market, bringing its revolutionary Oleosome-Protein fusion technology and clinically proven active ingredients, including peauvita™ and peauforia™, to skincare brands seeking next-generation solutions. Marion will be based in France, close to company headquarters in Strasbourg, ensuring strong proximity to the company's operations and European customers.

A graduate in Health Engineering, Marion brings a unique blend of technical expertise in skin biology and formulation along with a strong commercial acumen. Her extensive career includes roles as Technical Sales Manager at Brenntag, have given her a deep understanding of both finished products and functional and active raw materials. This expertise positions her as a strategic asset to Core Biogenesis as the company continues to drive innovation in personal care ingredients.

"We are excited to welcome Marion to our team," said Tony Abboud, Chief Commercial Officer (CCO) of CORE Biogenesis. "Her profound knowledge of the European cosmetics landscape, combined with her technical background in formulation and skin biology, makes her an invaluable addition to our global expansion efforts. With her leadership, we aim to strengthen partnerships with European brands and manufacturers eager to embrace cutting-edge, biotech-powered skincare actives."

The European skincare market continues to demand high-performance, science-backed ingredients, with a growing interest in biotechnology-derived actives. European customers also prioritize sustainability, making Core Biogenesis' plant biofactory technology, which enables carbon-neutral production of next-generation protein-based active ingredients, a key differentiator in the industry. With peauvita™ and peauforia™ delivering clinically proven 14 day anti-aging benefits, Core Biogenesis is well-positioned to meet the needs of formulators looking for efficacy, sustainability, and innovation in their ingredient selection.

"I am thrilled to join Core Biogenesis and contribute to the expansion of its breakthrough technology in Europe," said Marion Audemard. "The personal care industry is evolving rapidly, and there is an increasing demand for scientifically advanced, sustainable solutions. Core Biogenesis is at the forefront of this transformation, and I look forward to working with brands and formulators to bring these next-generation actives to consumers across the region."

The appointment of Marion Audemard reinforces Core Biogenesis' commitment to advancing skincare science and delivering cutting-edge biotech solutions to the global beauty industry. The company will showcase its latest innovations at key industry events in 2025, including In-Cosmetics Global in April.

## **ABOUT CORE BIODEGENESIS**

CORE Biogenesis uses its proprietary bioproduction technology to manufacture recombinant proteins for the biopharma and cosmetic industries. Founded in 2020 by Dr. Chouaib Meziadi, CSO, and Alexandre Reeber, CEO, the company is committed to sustainable innovation and redefining the possibilities of protein-based actives.