

## New innovative grooming concept for beards

Evonik has developed a unique and innovative formulation concept specifically designed for the needs of beard grooming. The new concept contains advanced formulations for the cleaning, conditioning, and care of facial hair.

Most of the shampoos and conditioners on the market for men are made for head hair and are not automatically suitable for beards. Facial hair is thicker and wirier than head hair, which means it's therefore more likely to develop split ends and the skin beneath a beard is known to be particularly dry. The experts at Evonik Personal Care targeted these consumer needs and created a selection of advanced formulation solutions for the next level of men care products focused on solutions for beard grooming.

Evonik provides an inspiring selection of innovative formulations and new product ideas for shampoos, conditioning lotions and on-trend theme oils for male grooming. One of the main highlights is an extended All-In-One concept – a Hair & Beard & Body Shampoo & Shower Oil that combines the benefits of a shampoo, beard grooming, and shower oil. The caring oil formulation develops into a light foam and gently dissolves dirt from head and facial hair without drying it out. The formulation includes TEGO® Sulfosuccinate DO 75, which solubilizes the oil and provides efficient foam, and TEGOSOFT® PC 31, which reduces the stickiness on skin.

As a source of inspiration and professional assistance for new product developments, the selection of advanced formulations and inspiring concepts for male grooming care is currently being introduced on a global scale.

### Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals, operating in the Nutrition & Care, Resource Efficiency and Performance Materials segments. The company benefits from its innovative prowess and integrated technology platforms. In 2015 more than 33,500 employees generated sales of around €13.5 billion and an operating profit (adjusted EBITDA) of about €2.47 billion.

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**About Nutrition & Care**

The Nutrition & Care segment is led by Evonik Nutrition & Care GmbH and contributes to fulfilling basic human needs. That includes applications for everyday consumer goods as well as animal nutrition and health care. This segment employed about 7,000 employees, and generated sales of around €4.9 billion in 2015.

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