

Evonik successfully unveiled innovative products and concepts at in-cosmetics

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One of the leading events for the cosmetic ingredients and personal care industries, in-cosmetics Europe, again brought together ingredient suppliers, formulators, and R&D and marketing specialists. Evonik attracted visitors' attention not only with its innovative product and concept portfolio, but also with this year's Hair Care Corner, which addressed consumers' needs for specific solutions for different hair types.

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Hair Care Corner

A highlight at the Evonik booth was the unique Hair Care Corner, which caught the attention of many visitors. "The live demonstration of Evonik's conditioning agents on hair strands allows visitors to directly see and feel the effects on hair. The demo showed excellent manageability and lubricity," says Silke Langer, Global Marketing Manager Rinse-Off.

The newly developed hair conditioner brochure was a helpful tool, serving as the perfect guide through Evonik's conditioner portfolio and demonstrating the company's expertise in conditioning care. The portfolio responds to the needs of different hair types, which require individual solutions.

A special topic of interest was the high performance liquid conditioning agent VARISOFT® EQ 100. "Because consumers worldwide want to keep their hair attractive and healthy, but without compromising the environment, we developed this new conditioning agent with exceptional performance and pronounced sustainability features," says Dr. Peter Schwab, Head of IM Cosmetic Ingredients – Rinse-Off. "It is suitable for a broad range of application formats in the hair care market, which we could demonstrate on-site."

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Innovative ingredients

Besides the Hair Care Corner and the novel product **VARISOFT® EQ 100**, Evonik presented more innovative products, concepts, and tools. Highlights included a comprehensive portfolio of actives based on **ceramide** technology, which are suitable for different applications and skin types, and a new leave-on **formulation concept** helping formulators to expand their formulation and process flexibility by using efficient natural emulsifiers.

Additionally, Evonik introduced an **Emulsifier Selection Tool**, which will help formulators select the right emulsifier for their special requirements quickly and easily. Moreover, Evonik presented **TEGO® Betain P 50 C**, the cost-efficient, concentrated Cocamidopropyl Betaine based on RSPO certified palm kernel oil.

In addition, the Resource Efficiency Segment of Evonik used the event to launch their innovative products for the cosmetics industry:

Evonik's Silica Business Line highlighted formulation opportunities with SIPERNAT® hydrated silica. Due to its great pore structure, these products offer a universal carrier function which helps turning a wide variety of cosmetic liquid ingredients into powders. Furthermore, **Evonik's Silanes Business Line** presented Dynasytan®, a key ingredient used to improve the performance of various cosmetic formulations, such as dispersions, compressed cream powder formulations, or water-in-oil emulsions. The broad Dynasytan® portfolio includes a versatile range of organofunctional silanes, used in applications such as surface modification of inorganic fillers and pigments, rendering their surface either hydrophobic, oleophobic, or hydrophilic.

Innovation seminars

As every year, innovation seminars were offered on all days. Evonik took the opportunity to give two lectures, which were highly interesting for customers. On Wednesday, Dr. Peter Schwab spoke about Evonik's innovative product VARISOFT® EQ 100, a high performance conditioning agent with improved sustainability profile, suitable for a broad range of application formats.

On the last day of the show, Dr. Tim Köhler held a lecture on “Skin-identical ceramides as versatile cosmetic ingredients”, which gave the attendees a general overview of the fundamental roles ceramides play in the epidermal barrier function.

Both seminars were well attended by ingredients specialists and customers, who were delighted by the innovative products and solutions that were presented.

Oliver Kirch from Borussia Dortmund visits the Evonik booth

As a special highlight, German soccer pro Oliver Kirch visited the Evonik booth. He was interviewed by Markus Langer, Head of Corporate Marketing and Public Relations, who also directed some questions to the new Personal Care Senior Vice President & General Manager Dr. Tammo Boinowitz. Visitors at the Evonik booth were delighted and took advantage of the opportunity to have their picture taken with the special guest, who also gave out autographs. Afterwards, Kirch was taken on a tour of the booth and tested the new VARISOFT® EQ 100, while getting information from Silke Langer.

Appropriate image data and further information are available from our Personal Care website: www.evonik.com/personal-care

Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik's corporate strategy. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Evonik benefits specifically from its innovative prowess and integrated technology platforms.

Evonik is active in over 100 countries around the world. In fiscal 2014 more than 33,000 employees generated sales of around €12.9 billion and an operating profit (adjusted EBITDA) of about €1.9 billion.

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