

Scientific excellence with passion – Evonik unveils innovative beauty concepts and novel ingredients at in-cosmetics 2014 in Hamburg

One of the global cosmetic industry's most important annual tradeshow, in-cosmetics, brings together the world's leading personal care ingredients specialists – including Evonik. This year, Evonik surprised not only with innovative product solutions but also with a unique Men's Care concept delivering market insights, scientific studies as well as selected formulations. Visitors were delighted!

New unique Men's Care concept

“It's really great to find a comprehensive answer to the demands of a rising number of men paying more attention to their good looks”, a visitor at the Evonik booth said. As one of the world's leading specialists in ingredients and concepts for effective skin, hair and body care products Evonik's Personal Care Business Line used in-cosmetics to showcase several innovations – from innovative product solutions to a Men's Care concept delivering market insights, scientific studies as well as selected formulations.

“Our unique concept ‘For men only, in a man's world’ has been of great interest at the trade show”, said Dr. Thomas Satzinger, Director Global Marketing Evonik Personal Care. “The men's care market is one of the fastest growing categories in the personal care industry – and men desire tailor-made solutions.”

Based on the theme ‘Behind closed doors, Men's secrets unveiled’ the extraordinary Evonik booth with lockers reminding of the dressing room of a soccer team invited visitors to look behind the scenes of men's grooming routines. “Based on the findings of our own consumer survey, male consumers are looking for multifunctional, high performing and easy to apply products with proven efficacy”, explained Dr. Dietmar Moll, Senior Vice President Personal. Meeting the individual demands of men and the specific needs of male skin, within its Men's Care concept Evonik showcased a variety of high performing formulations for different application forms.

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Innovative ingredients

The unique Men's Care concept definitely was a highlight, however just one part of the list of innovations presented at the Evonik booth. Meeting its own requirement of combining scientific excellence with passion Evonik's Personal Care Business Line used the trade show to present a variety of highly innovative product solutions such as **TEGO® Care PBS 6**, a versatile PEG-free O/W emulsifier for challenging fluid emulsions like modern sun care products or insect repellents, or **SPHINGONY**, a new hair and scalp care active ingredient, which is a naturally occurring, skin-identical sphingolipid perfectly suited for any kind of anti-hair loss applications. The innovative portfolio is completed by **TEGO® Solve 61** – a highly effective PEG-free, naturally derived solubilizer for easy and versatile incorporation of native oils in various cosmetic formulations.

In addition, the Inorganic Materials Business Unit of Evonik used the importance of this international event to launch their innovative products for the cosmetics industry: The Silica Business Line presented an eco-friendly solution to the endeavour of cosmetics companies to phase out polyethylene (PE) beads from cosmetic formulations. **SIPERNAT® 2200** and **SIPERNAT® 22** are mineral and nature-identical replacements for PE beads in exfoliants which have aroused great interest in the industry. Evonik's Silanes Business Line highlighted the benefits of **Dynasylan®** functional silanes, a high-performance additive in cosmetic formulations.

Soccer star Jakub Blaszczykowski at the Evonik booth

As a special highlight, the soccer player Jakub Blaszczykowski visited the Evonik booth and was taken on a tour by Dr. Dietmar Moll. Afterwards, Markus Langer, Head of Corporate Marketing and Public Relations, interviewed the soccer player from Borussia Dortmund. Blaszczykowski took questions from the general public and answered them in detail, too. Visitors at the Evonik booth were delighted and took their chance to get a personalized autograph and a picture together with the special guest

As different as these examples are, they share a common approach that combines scientific excellence with a deep sensitivity to the

needs of cosmetics manufacturers and consumers. In other words:
The Soul & Science of Beauty.

**Please find appropriate image data and further information on 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 2013 more than 33,500 employees generated sales of around €12.9 billion and an operating profit (adjusted EBITDA) of about €2.0 billion.

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