

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

With almost 10.000 visitors from over 95 countries last year's in-cosmetics in Paris has proven its importance as one of the global cosmetic industry's most important annual tradeshow. This year this extraordinary business platform will bring together the most important personal care ingredients specialists and their clients in Hamburg. 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** uses in-cosmetics 2014 to showcase several innovations – from innovative product solutions to a unique Men's Care concept delivering market insights, scientific studies as well as selected formulations.

But these will not be the only highlights at the Evonik booth. Two other Evonik business lines are using the importance of this event to launch several innovations: **Evonik's Silica Business Line** will display the benefits of its latest developments in the area of eco-friendly cosmetic formulations such as its hydrated silica products. In addition, **Evonik's Silanes Business Line** will highlight the benefits of Dynasylan® as a high-performance additive in cosmetic formulations.

**Innovative solutions of the Evonik Personal Care Business Line:**

**New unique Men's Care concept:  
*"For men only, in a man's world"***

Responding to the continuously growing male grooming market, Evonik's Personal Care Business Line introduces a comprehensive concept providing individual solutions for the modern man. This concept encompasses a consumer survey delivering market insights on male grooming routines, as well as the implementation of Evonik's scientific studies on male skin and the development of selected formulations just for men.

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Male consumers are looking for multifunctional, high performing and easy to apply products with proven efficacy. Meeting the individual demands of men and the specific needs of male skin Evonik has developed a variety of high performing formulations for different application forms – such as a Whole Body Clean & Shave Shower Gel, a Power Moisture Balm, a Pure Performance Shampoo, an Age Rebel & Protection Day Care, an Active Body Protection Antiperspirant and a Recovery Boost Eye Refresher.

### **New ingredients**

#### **TEGO® Care PBS 6 – Versatile PEG-free O/W emulsifier for challenging fluid emulsions**

TEGO® Care PBS 6 is a powerful, PEG-free O/W emulsifier for challenging fluid emulsions. It is an eco-friendly, high performance emulsifier based on polyglyceryl technology that allows the formulation of modern sun care products. TEGO® Care PBS 6 provides a sustainable solution for the optimal stability of sun care formulations containing a high load of water soluble UV filters or other challenging ingredients like insect repellents or natural preservatives. Beside its excellent stabilization capacities especially in low-viscous systems this new and unique emulsifier provides moisturizing properties as proven in an in vivo study.

#### **SPHINGONY – the hair life cycle balancer**

Prevention of hair loss and improvement of hair quality is a combination of scalp health and a balanced hair life cycle. SPHINGONY is a naturally occurring sphingoid base that has demonstrated benefits in reducing hair loss due to increasing the fraction of hair in the anagen growth phase. This is achieved by inhibition of 5- $\alpha$ -reductase, induction of Ceramide production and cornification and an antimicrobial activity via direct (*Malassezia furfur* growth reduction) and indirect mechanisms (human anti-microbial peptide gene expression). This makes this new active ingredient perfectly suited for anti-hair loss tonic applications, rebalancing leave-in conditioners or multifunctional scalp fluids.

**TEGO® Solve 61 – Naturally derived solubilizer for lipophilic & natural oils.**

TEGO® Solve 61 is a high performance PEG-free solubilizer developed for the incorporation of lipophilic components into water-based formulations. It is based on polyglyceryl esters and is made from 100% renewable raw materials. It complies with Ecocert standards. The product is easy to handle and cold processable, thus allowing easy preparation of mixtures with oils and water. It can be used in e.g. cleaning solutions or detergent systems without effecting the foaming properties of the formulation.

Crystal clear cosmetic formulations are possible. The product is cold processable without the formation of gel phases. TEGO® Solve 61 furthermore shows mitigating attributes as well as effective moisturization and skin feel benefits.

As different as these examples are, they share a common approach combining scientific excellence with a deep sensitivity to the needs and demands of cosmetic manufacturers and consumers. In other words: The Soul & Science of Beauty.

**These forward-looking solutions will be showcased at in-cosmetics 2014 in Hamburg (1-3 April). Come see for yourself – we look forward to welcoming you at booth 4F60.**

**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 2012 more than 33,000 employees generated sales of around €13.4 billion and an operating profit (adjusted EBITDA) of about €2.4 billion (excluding Real Estate in both cases).

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