

For Men Only – New Men’s Care concept developed by Evonik

- Evonik launches unique Men’s Care concept
- Evonik delivers scientific studies on male skin, selected formulations for male grooming routines as well as market insights

Evonik’s Personal Care Business Line introduces its comprehensive concept providing individual solutions for the modern man. This concept encompasses a consumer survey covering market insights on male grooming routines, as well as the implementation of our own scientific studies on male skin and the development of selected formulations just for men with proven efficacy data.

The Men’s toiletries market is one of the fastest growing categories in terms of value and volume in the beauty and personal care industry. Based on the findings of Evonik’s consumer survey, male consumers are looking for multifunctional, high performing and easy to apply products.

Evonik’s Personal Care Business Line is constantly observing global market trends and our specialized cross-functional teams develop marketable new products that provide our customers with added values that are directly linked to consumer’s needs. Our strength lies in creating innovative solutions and responding to the latest market requirements.

“Responding to these market needs, Evonik’s Personal Care Business Line has developed a next generation Men’s Care concept, which is based on our extensive experience in chemistry, biology and marketing,” says Silke Langer, Global Marketing Manager Rinse-Off.

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Premise for the implementation of our scientific studies on male skin is our modern R&D Innovation Center in Essen which has state of the art equipment and technologies.

The curtain will rise at the SCS Formulate Exhibition on the 12th and 13th of November in the Ricoh Arena in Coventry, UK. Be the first to experience our newly developed concept and visit us on booth 322.

Men desire tailor made solutions. We create them with passion.

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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