

## Soul meets science: Evonik unveils beauty innovations at in-cosmetics 2013 in Paris

One of the global cosmetic industry's most important annual tradeshows, in-cosmetics, brings together the world's leading personal care ingredients specialists – including Evonik. Customers were delighted by Evonik's innovative products, as well as by the representative booth.

"Evonik's cosmetics experts not only supply excellent ingredients, now they've developed a tool to help me formulate and get outstanding sensory profiles," said a visitor at the Evonik stand at in-cosmetics in Paris. Evonik's Personal Care Business Line used this important event to launch its new emollient selection tool "Senses." The sophisticated easy-to-use system considers different parameters, with a special focus on sensory aspects.

"New concepts of ours, such as the so-called "Senses" Tool, have been of great interest at the trade show", said Dr. Thomas Satzinger, Director of Global Marketing Evonik Personal Care. "This new tool makes it easy for cosmetics manufacturers to choose the right combination of cosmetic oil for their products while keeping the sensory aspects in mind."

Visitors to Evonik's stand were captivated by an exhibition counter that featured a multi-touch screen showing how individual active ingredients work at the cellular level. "By using detailed 3-D animations, we're able to travel through individual layers of skin or hair in a close-up perspective and demonstrate what our products can do. This unique technology is forward-looking and promising in terms of user-friendliness," continued Satzinger.

But this is just the beginning of the list of innovations Evonik presented at this year's in-cosmetics: As a specialist in ingredients and concepts for effective skin, hair and body care products, Evonik Personal Care combines scientific excellence with passion.

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Product highlights include the new PEG-free W/O emulsifier **ABIL® EM 120**, especially suitable for stabilizing pigment-containing emulsions, and innovative actives like **TEGO® Stemplastin**, which contributes to a youthful skin appearance. The lineup continues with the plant extract **TEGO® Cistus**, an ideal active ingredient which provides daylight defense due to effective photo protection. The products **ABIL® Soft AF 200** and **ABIL® Soft AF 300**, two new aminosilicones, produced by a new optimized process providing excellent hair conditioning, superior feel, softness and smoothness and **TEGO® Carbomer 841 SER**, a novel cross-linked polyacrylic acid copolymer designed to control the rheology of surfactant systems, complete the innovative portfolio of Evonik's Personal Care Business Line.

The Inorganic Materials Business Unit also displayed its innovative solutions for the cosmetics industry.

The Silica Business Line presented their **ACEMATT® TS 100** for formulations for the production of mattifying nail polishes as well as for "crackle" nail polishes.

Dynasytan®, a product from the Functional Silanes Business Line, was presented at in-cosmetics for the first time. The launch of **Dynasytan® 4150**, which improves the dispersion of pigments in water-based cosmetic products, attracted a lot of interest.

As a special highlight, soccer pro Mario Götze visited Evonik's booth. Dr. Dietmar Moll, Senior Vice President Personal Care, took Götze on a tour of the booth to show him the new products and technologies. Afterwards, Markus Langer, Head of Corporate Marketing and Public Relations, and Lisa Dierks, Global Marketing Communication Manager, doubled up to interview the German national soccer player. The young star took questions from the general public and answered them in detail, too. In the end, Götze not only penned autographs, but also raffled off BVB jerseys and soccer balls that the Dortmund team had individually signed by hand. The customers at the booth were delighted.

**Please find appropriate image data and further information on our  
Personal Care website: [www.evonik.com/personal-care](http://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 2012 more than 33,000 employees generated sales of around €13.6 billion and an operating profit (adjusted EBITDA) of about €2.6 billion.

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