

Evonik created positive impacts at HPCI India 2013

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Attending the 3rd edition of the Home and Personal Care Ingredients Exhibition & Congress (HPCI) in India for the first time, Evonik's business line Personal Care attracted high attention from global participants.

Contact persons

Janna Hullmann

VP Communications

Consumer Specialties

Phone +49 201 173-1410

Fax +49 201 173-1838

janna.hullmann@evonik.com

Lisa Dierks

Global Marketing Communication

Manager / Personal Care

Phone +49 201 173 3170

Fax +49 201 173 713170

Lisa-dierk@evonik.com

The exhibition has been organized by SOFW and IGCC and took place from 28th February to 1st March in Mumbai. It hosted 143 national and international exhibitors from the Personal Care, cosmetics, detergents and home care ingredients industries, including raw materials and chemicals suppliers. More than 2000 delegates visited the venue to gather more information about the exhibitors and their product portfolio.

Sharvari Abhyankar

Corporate Communication, Evonik India

Manager/Personal Care

Phone +91 22 6723 8857

Fax +91 22 6723 8811

Sharvari.abhyankar@evonik.com

Evonik's booth, with a size of 42m², displayed the latest personal care products and formulations. The range included TEGOSOFT[®] AC, TEGO[®] Stemlastin, TEGO[®] Cistus, TEGO[®] Feel Green, TEGOSOFT[®] OER, TEGO[®] Care PSC 3, TEGOLON[®] ECO 10-10, ABIL[®] Soft AF 300, ABIL[®] Soft AF 200 and ABIL[®] ME 45. Amongst these products the important ones regarding customer interest were:

TEGO[®] Feel Green: It is a sensory additive entirely based on natural cellulose particles from renewable sources. This eco-friendly material leads to a harmonic texture which is particularly pronounced for light and/or gel formulations.

TEGOLON[®] ECO 10-10: World's first fully vegetable-based polyamide particles. It helps to improve tactile properties in cosmetic formulations. With its oil-absorbing properties and high covering power, TEGOLON[®] ECO 10-10 is especially suitable for cosmetic products such as matting foundations and loose and compact facial powders. A lifecycle assessment of TEGOLON[®] ECO 10-10 reveals a significantly lower carbon footprint than its petrochemical based alternatives.

TEGOSOFT[®] AC: which imparts light skin feel is a 100% vegetable-based emollient based on a unique, low-energy enzymatic technology from Evonik. It was the product of choice for customers who are interested in combining a light skin feel with a natural, certified product.

Evonik Industries AG

Rellinghauser Strasse 1-11

45128 Essen

Germany

www.evonik.com

Executive Board

Dr. Klaus Engel, Chairman

Dr. Wolfgang Colberg,

Dr. Thomas Haeberle, Thomas Wessel,

Patrik Wohlhauser, Dr. Dahai Yu

Registered Office: Essen

Register Court: Essen Local Court

Commercial Registry B 19474

VAT ID no. DE 811160003

ABIL® ME 45: The easy-to-use, multiple benefit silicone conditioning agent. New patent protected PEG- and preservative-free microemulsion with excellent and intensive conditioning, extraordinary manageability and smoothness of hair. It significantly improves the wash fastness of dyed hair and shows outstanding heat protecting properties. It is very easy to process and enables brilliant clear shampoo formulations.

The formulations on display that received great response include Men's Care Gel, O/W Eye Cream with low SPF (UVA), Moisture Caring BB cream with SPF 15 UVA, Power Serum for Aged Skin, Daylight Defense Cream, Clear Conditioning Shampoo for Damaged Hair and Deeply Nourishing Hair Oil.

Besides the booths of the exhibitors the tradeshow offered a comprehensive educational program. Peter Becker, Head of Corporate Responsibility for the Personal Care business line, held a technical seminar on "Advances in sustainable ingredients" which has received really positive response from the attendees.

Many of the customers also appreciated Evonik's innovation and sustainability support tool. The program pools Evonik's knowledge and resources with a focus on realization. It provides the highest possible level of transparency regarding the sustainability of our ingredients for the personal care industry. The program also includes comprehensive support in developing high-performance new products with a sense of responsibility.

"Evonik's presence for the first time in HPCI India is meaningful because with increasing disposable income and developing economy, India is one of the growing markets of priority for personal care products", Peter Becker said, "The response Evonik received during this maiden initiative is encouraging and we plan to continue in this direction for the next few years."

Also Rahul Marulkar, Business Manager for Personal Care in India, expressed his satisfaction about the response during the exhibition. “The key achievement of our participation in HPCI was to further strengthen our relationship with our customers and industry experts. Based on the feedback we have received during this event, we will take key steps to ensure positive growth for the personal care business in India.”

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 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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