

New website for Evonik's Personal Care Business Line

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Better structured, more user-friendly, and more informative – those were Evonik's Personal Care Business Line's requirements for its new website: www.evonik.com/personal-care.

In terms of content and design, the new website is based on the communication concept of Good looking forward, which the Personal Care Business Line had presented in 2011 for the first time. It contains the three central aspects of Foresight, Responsibility, and Realization. In practical terms, this means taking over an important role in the future, too, by doing the right thing today – making sure that the concrete performance is well-grounded, for example, by assuming social and environmental responsibility, and always developing raw materials with the final products in mind.

A well structured navigation guides the user through the pages. Intuitive access allows them to navigate through the various topics smoothly. New tools offer all important information in a clearly arranged structure. One of these tools is the Product Finder. This database allows the user to search products using parameters such as trade name, application, function, INCI, or sustainability criteria, and offers comprehensive documentation on all products.

To respond to current market challenges and customer demand, Evonik Personal Care takes up topics such as sustainability. This, for example, was the starting point for improving transparency on our criteria for sustainable products and their product lifecycle.

Helpful information such as current news, tradeshow dates, and a central contact are available on all pages. An interactive map guides users quickly to their closest local contact. The content of the website is updated and added on a regular basis.

Please find appropriate image data on our Personal Care website:
www.evonik.com/personal-care

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Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Profitable growth and a sustained increase in the value of the company form the heart of Evonik's corporate strategy. Evonik benefits specifically from its innovative prowess and integrated technology platforms.

Evonik is active in over 100 countries around the world. In fiscal 2011 more than 33,000 employees generated sales of around €14.5 billion and an operating profit (EBITDA) of about €2.8 billion.

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