

Evonik reveals new concepts for Asian market at Indonesia Cosmetic Ingredient 2016 in Jakarta

- Evonik at Indonesia Cosmetic Ingredient 2016 trade show, Jakarta, Indonesia (Booth no. F5)
- Evonik launches new concepts of “Elements of care” and “Trendy textures” targeted towards Asian market
- Expert session to highlight TEGO® Cosmo C 100, Evonik’s versatile product for the personal care industry

Jakarta. As a specialist for cosmetic raw materials and concepts for effective skin, hair and body care products, Evonik’s Personal Care Business Line will present unique concepts and products for the Asian market in the industry, by participating in the Indonesia Cosmetic Ingredient (ICI) 2016 trade show in Jakarta from 11–13 May.

Skin and hair are exposed to different stress factors like air pollution, UV radiation, dust and dry air from sources such as air conditioning on a daily basis. Air pollution, for example, is recognized as a major problem especially in the Asia-Pacific region and the pollution particles with a size of 2.5 µm are believed to accelerate skin-aging. To assist consumers in protection against these negative side effects of environmental stressors, Evonik’s Personal Care Business Line has come up with a unique formulation concept, “Elements of Care”. Developed from seven formulations, this new concept can offer individual solutions for various external stressors. More details on this latest concept will be revealed during the ICI trade show.

Evonik will also take this opportunity to introduce a new series of “texture” formulations that is tailored to Asian consumers. Driven by consumers’ desire for new techniques and improved skin care products, Evonik’s Personal Care Business Line has developed a series of formulations to obtain new “textures” for personal care products. Different “textures” can add a fun element to the skin care product and become one of its unique selling points. The

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innovative formulations include Luxurious Whipped Cream, Shape Memory W/O Gel, Self-Recovery O/W Cream, Transformation Cooling Balm, and Caring Foaming Milk.

To allow our customers to have a better understanding of our products' suitability for different needs, a seminar will be held on 12 May by Dr. Peter Lersch, Head of Evonik Global Innovation Management for Personal Care, highlighting TEGO® Cosmo C 100, a versatile ingredient for revitalizing and reinforcing skin and hair.

Evonik Personal Care has been a prominent exhibitor at Indonesia Cosmetic Ingredient (ICI) trade show for many years. As the most important raw material fair serving the cosmetic industry in Indonesia, ICI attracts suppliers and manufactures offering an ideal venue to exchange information on latest trends, innovative cosmetic ingredients and research results.

For more information:

www.evonik.com/personal-care

Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals, operating in the Nutrition & Care, Resource Efficiency and Performance Materials segments. The company benefits from its innovative prowess and integrated technology platforms. In 2015 more than 33,500 employees generated sales of around €13.5 billion and an operating profit (adjusted EBITDA) of about €2.47 billion.

Evonik in South East Asia, Australia & New Zealand (SEAANZ)

Headquartered in Singapore, Evonik is present in the SEAANZ region with production sites, sales offices, innovation and technical service centers located in Australia, Indonesia, Malaysia, New Zealand, Pakistan, Philippines, Singapore, Thailand and Vietnam. With more than 800 employees in the region, the company steadily grows its footprint in SEAANZ by expanding its regional operations in response to the growing demand. Evonik Industries has been establishing customer relationships and importing a broad range of products in the SEAANZ region since the 1920's.

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