



Scientific excellence with passion – Evonik unveils innovative concepts and products at in-cosmetics Asia 2015 in Bangkok

- Evonik at in-cosmetics Asia 2015, Bangkok, Thailand (booth no. J20)
- Evonik launches new concepts of “Trendy textures” and low-viscous formulations in personal care products
- Expert session to highlight the latest concepts and products for the personal care industry

Bangkok. As a specialist in ingredients and concepts for effective skin, hair and body care products, Evonik’s Personal Care Business Line combines scientific excellence with passion. This year during the in-cosmetics Asia 2015 trade show held in Bangkok, Thailand from 3 – 5 November, Evonik’s Personal Care Business Line will present its most innovative concepts and products for the Asian market to the industry.

Based on the findings of Euromonitor on “Personal appearances – reasons for purchasing skin care 2014”, more than 30% of consumers in the world’s top 16 markets are interested to try innovative skin care. Driven by their 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. During in-cosmetics Asia, Evonik’s Personal Care Business Line will reveal more details on this latest concept.

In addition, Evonik will also use this opportunity to introduce its latest low-viscous formulation concept to the industry. Due to the temperature and high humidity in most of the Asian countries, consumers in this region prefer oil-free or light-weight skin care products. In response to this market need, Evonik has developed low viscous formulation concept which is supported by a sample kit with formulations including serum, toner, light emulsion, spray and face mask.

Another highlight of the tradeshow will be VARISOFT®EQ100, a novel premium hair conditioning agent with exceptional performance and pronounced sustainability features. With Spray

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Detangler "Hair Milk", a PEG-free leave-in conditioner formulated by VARISOFT®EQ100, being displayed in the innovation zone area in the exhibition hall, all visitors will be able to touch and feel the lubricity and softness of the hair after application of the VARISOFT®EQ100 formulated "Hair Milk".

To allow our customers to have a better understanding of our latest products, a customer seminar will be held at in-cosmetics Asia on 4 November introducing the innovative concept and formulations from Evonik, highlighting the latest marketing trends in beauty and personal care in Asia, and unveiling the secret and magic behind our products.

At in-cosmetics Asia, Evonik Personal Care Business Line has been a prominent exhibitor for many years. With more than 400 global personal care ingredients suppliers and cosmetic manufacturers showcasing their latest products and industry trends, in-cosmetics Asia is a leading exhibition and conference in Asia for personal care ingredients. For this year, it is expected to attract over 7,000 Asian cosmetic manufacturers and distributors from worldwide.

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. 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 2014 more than 33,000 employees generated sales of around €12.9 billion and an operating profit (adjusted EBITDA) of about €1.9 billion.

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