

Evonik Personal Care Business Line introduces “Your Beauty, Your Choice” Booster Concept

Concept targets DIY beauty enthusiasts

PARSIPPANY, N.J., October 25, 2017 – Evonik Corporation’s Personal Care Business Line introduces “your beauty, your choice”, a concept with innovative “booster” formulas targeting the highly engaged DIY (do-it-yourself) beauty enthusiasts allowing them to create personalized beauty solutions. This concept will be launched in North America at the California Society of Cosmetic Chemists suppliers’ day on October 25 at Long Beach, California, where customers will have a chance to try these new formulas at the Evonik booth (#101).

The modern beauty consumers are both highly engaged and more discerning, and are looking for solutions, not just for their specific skin type, but also for a specific activity or mood. As a result, there is a growing market for skincare products that allow consumers to customize their personal care products by adding new features and experiences. “Boosters” are concentrates of functional ingredients that allow beauty consumers to enhance their everyday skin care routine by maximizing certain effects with just a few drops. They are gaining popularity, because, they can be combined with any cream, used in specific areas on an as-needed basis and are available in small quantities. With increasing consumer awareness about the ingredients in their beauty products, there is an increasing opportunity for brands to differentiate themselves from the competition by offering boosters that contain active ingredients with proven efficacy.

This latest Personal Care concept from Evonik offers a set of booster formulas with just that. For example, the Barrier Booster uses SKINMIMICS®, our unique blend of ceramides and SPHINGOKINE® NP that will keep you looking your best by maintaining a strong skin barrier and encouraging selfie-readiness. Our Brilliance Booster, based on TEGO® Turmerone, a purified turmeric oil, provides radiance and soothing protection for those nights out on the town. The Balancing Booster contains Phytosphingosine Hydrochloride, which provides extra blemish protection for those stressful days. The Bounce-Back Booster utilizes TEGO® Pep 4-17, a pivotal tetrapeptide identified by using bioinformatic methods, that reduces the appearance of fine lines and wrinkles, as well as improving the appearance of skin firmness. Our Banishing Booster will keep you

looking fresh and youthful with the appearance of firmer skin from TEGO® Xymenynic, a unique phytochemical sustainably sourced based on sandalwood seeds, that helps smooth the skin and minimize the appearance of cellulite.

The last few years have seen a rise in income levels in most regions of the world, fueling greater consumer spending and faster growth in the premium products. This consumer trend, coupled with an ever increasing availability of information at your fingertips, as well as digital tools that allow skin diagnostics at store and home, has allowed the consumer to seek personalized beauty solutions. Brands that aim to respond to this consumer trend have the opportunity to innovate and differentiate themselves by offering high–efficacy boosters that allow consumers to create personalized products at home.

For additional information about Evonik in North America, please visit our website: http://corporate.evonik.us/region/north_america.

Company information

Evonik is one of the world leaders in specialty chemicals. The focus on more specialty businesses, high innovative prowess and an encouraging and trustful corporate culture form the heart of Evonik’s corporate strategy. They are the lever for profitable growth and a sustained increase in the value of the company. Evonik benefits specifically from its customer proximity and leading market positions. Evonik is active in over 100 countries around the world with more than 35,000 employees. In fiscal 2016, the enterprise generated sales of around €12.7 billion and an operating profit (adjusted EBITDA) of about €2.165 billion.

Disclaimer

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