

Evonik provides a live demonstration of its Sensory Kaleidoscope and introduces tattoo care concept at IFSCC

- First-time demonstration of skin care formulation tool that enables formulators to develop products with targeted sensory properties
- Company launches a novel concept to address the skin care needs of those with body art in North American market
- Technical posters highlight PEG-free solubilization needs, efficacy of Creatine and contribution of emulsifiers to skin feel.

PARSIPPANY, N.J., October 31, 2016 – Evonik Corporation will offer live demonstrations of its new “Sensory Kaleidoscope” skin care formulation tool at the 29th Congress of International Federation of Societies of Cosmetic Chemists (IFSCC) in Orlando, Florida, October 30 to November 2. Formulators can stop by booth 802 to try out the new software as well as learn more about Evonik’s novel tattoo skin care concept.

During IFSCC, Evonik will also feature technical posters highlighting innovative new hair and skin care ingredients. “A natural way to cover different PEG-free solubilization needs” addresses the increasing need of formulators to incorporate essential oils, cosmetic emollients and difficult to dissolve perfumes into a rinse-off formulation system. Another poster will demonstrate the efficacy of Creatine, a skin-identical amino acid as an odorless alternative to hydrolyzed peptides for protecting and repairing hair damage. A poster on “Sensory Kaleidoscope – Making skin feel visible” will identify the direct contribution of emulsifiers to the overall skin feel of a formulation.

“Sensory Kaleidoscope” Hands-on Demo

The skin feel of a cosmetic is one of the main factors influencing the consumers’ purchase decision and product loyalty. “Sensory Kaleidoscope” is an innovative tool which will help formulators quickly develop successful skin care products with targeted sensory properties.

The software can dynamically map how a formulation with an Evonik emulsifier will feel on the skin during and after application. It also can show how varying emollients, thickeners or functional additives will change sensory attributes.

“Sensory Kaleidoscope can speed product development by giving formulators a new way to map the sensory dimensions of a formulation before producing and testing the formulation,” says Kunal Kumar, Ph.D., marketing manager for the Personal Care Business Line in North America. “It can also help formulators quickly modify existing skin care formulations to adapt to changing market needs and consumer preferences.”

In addition to the live demonstration, a technical poster will focus on the development of the sensory mapping tool through descriptive sensory evaluation by trained panelists and statistical factor analysis to determine key correlations of the sensory attributes from a complex multi-dimensional data set.

Tattoo Care: “Express your soul in vibrant colors”

Evonik generated immediate attention with its new Tattoo Skin Care concept when it debuted in South America earlier this year. The collection of sample formulations can help personal care formulators respond to the skin care needs of the estimated one-fifth of the US population who sport tattoos. With the increasing popularity of body art in the US and Canada, products for maintenance and camouflage of existing tattoos are needed to meet the needs of the expressive consumer.

Technical Posters

“Creatine the hair architect” demonstrates that Creatine rebuilds and strengthens hair structure from within, improves mechanical properties of bleached and straightened hair, as well as protects hair against heat damage from flat iron.

“A natural way to cover different PEG-free solubilization needs” focuses on a novel set of three PEG-free completely naturally derived products to address the increasing need of formulators to incorporate difficulty to dissolve perfume and essential oils, natural oils and cosmetic emollients into a “crystal clear” rinse-off formulation system. These products also help achieve additional benefits such as skin moisturization and irritancy mitigation, resulting in better consumer perception and more attractive claims.

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

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 2015 more than 33,000 employees generated sales of around €13.5 billion and an operating profit (adjusted EBITDA) of about €2.47 billion.

About Nutrition & Care

The Nutrition & Care segment is led by Evonik Nutrition & Care GmbH and contributes to fulfilling basic human needs. That includes applications for everyday consumer goods as well as animal nutrition and health care. This segment employed about 7,000 employees, and generated sales of around €4.9 billion in 2015.

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