

## **Evonik to highlight customized sensory and performance of cosmetics at the Personalized Beauty Summit 2019**

PARSIPPANY, N.J., February 19, 2019 – Evonik Corporation’s Care Solutions Business Line will highlight its capabilities to help cosmetic brand owners design personalized beauty products during the Personalized Beauty Summit on February 20 – 21 in San Francisco, Cal.

The first of its kind, the Personalized Beauty Summit brings together leaders from both the technology and cosmetics industries to explore development of tailored cosmetic products. Smart diagnostic devices, beauty apps on mobile phones, and greater understanding of biochemical factors influencing skin appearance are collectively fostering an ecosystem of firms with capabilities to support formulation of cosmetic products tailored to individualized needs. And, Evonik’s deep expertise in the building-blocks of cosmetic formulations makes it a natural partner for brand owners looking to tap into this trend as part of their business strategy.

During the event, Evonik will feature its Sensory Kaleidoscope tool, which helps guide formulators in the design of customized sensory profiles for cosmetic products. Individual consumers expect that personalized products should feel good, with a sensory profile that syncs with their skin type and personality. As a leader in powering the chassis of cosmetic formulations, Evonik has developed a wide range of sensory-related chemistries. Sensory Kaleidoscope visually enables formulators to target different sensory profiles through selection of various Evonik raw materials. The web-based system is grounded on real-world data collected from expert panelists across various different formulation systems.

Evonik will also share with Summit attendees examples of personalized beauty products that can be achieved through use of boosters. In late-2017, Evonik’s personal care team launched a market concept kit called “Your Beauty, your choice” which illustrated how formulators could enable consumers to self-customize a base chassis system through use of booster serums. The kit remains a popular example of a first generation approach to customization. Other more recent market concepts will also be shared during the event.

More information about Sensory Kaleidoscope and Evonik's market concepts can be found through the firm's website: [www.evonik.com/personalcare](http://www.evonik.com/personalcare)

For additional information about Evonik in North America, please visit our website: [http://corporate.evonik.us/region/north\\_america](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, customer-orientated innovative prowess and a trustful and performance-oriented 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 36,000 employees. In fiscal 2017, the enterprise generated sales of €14.4 billion and an operating profit (adjusted EBITDA) of €2.36 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 8,200 employees, and generated sales of around €4.5 billion in 2017.

#### **Disclaimer**

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