

Evonik launches new concept at PCHi 2016 – Trendy textures for new experiences

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- Introduced to China market for the first time
- Also unveiled is total solution for make-up remover from Evonik

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Evonik Personal care will launch a brand-new concept named “Trendy textures for new experiences” at PCHi 2016. This is the first time the concept is introduced to China market.

Inspired by consumers’ desire to “try something new”, and to meet their demand for instantaneous and visible effects as well as adding “fun” when using the product, Evonik develops a series of formulations with classical and innovative Evonik ingredients. The formulations include luxurious whipped cream, shape memory W/O gel, self-recovery O/W cream, transformation cooling balm, and caring foaming milk.

Along with the booming cosmetics industry in China in recent years, make-up remover products are growing rapidly. In answer to this trend, Evonik offers a comprehensive solution on make-up removers combining our high-tech ingredient and advanced formulation technology, including emulsion system, micro-emulsion system, multi-phase system, make-up remover cream and pure oil system.

Apart from the new concepts, Evonik will also demonstrate a series of formulations containing ceramides and their derivatives for various applications and functional effects. Evonik is the globally leading company in developing and producing biotechnologically derived skin-identical lipids which can be used for different applications and skin and hair types. With more than 20-year-experience, Evonik offers a broad portfolio of more than 10 active ingredients based on sphingolipids which fulfill customer needs and consumer trends.

All the concepts and products will be unveiled in PCHi 2016 during March 1-3, 2016 in Shanghai, China. Please feel free to visit our booth E28, Hall1 to exchange with us on this concept and to experience the samples on-site.

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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.

Evonik Industries has been producing specialty chemical products in the Greater China region (Mainland China, Hong Kong and Taiwan) since the late 1970's; with wide-ranging trading relations already in place prior to this in the region. Evonik regards Greater China as one of the driving forces of the global economy and we consequently endeavour to grow our business in the region. The company now has around 3,000 employees in the Greater China region, the regional sales reached over €1.1 billion in 2014.

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