

Evonik launches color cosmetics concept at PCHi 2017

- Debut of the color cosmetics concept
- Launch of the transformation concept
- VARISOFT® EQ 100 wins PCHi Innovation Award

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Evonik Industries will unveil its brand-new color cosmetics concept in the theme of “look good, feel good” at PCHi 2017 on February 21–23. This is the first time that the concept is introduced to the market.

It is well known that consumers feel good when they look good. With the aim of enhancing consumers’ beauty, Evonik develops a series of formulations for color cosmetics regimen combining our wide ingredient portfolio and advanced technology know-how. The formulations include Mattifying Primer & Complexion Enhancer, Rosy Romance Cream, “Second Skin” Foundation, Super Wearing Magic Foundation, Color Change Lip Gloss and Color Reviver Lip Glow.

Evonik also offers a transformation concept in the theme of “fun of experiencing changes” to enhance customer experience and then build an emotional bond between products and consumers. With unique transformation feature, consumers could “play” and “feel” all the formulations during application. Five novel formulations are included in this concept: Ice Melting Sun Balm, Silky Breaking Choco, Magic Cream to Milk, Aqua Boost Gel to Water and Tone-up Serum to Oil.

In addition, Evonik’s conditioning agent VARISOFT® EQ 100 is acknowledged as a successful product innovation at this year’s PCHi. VARISOFT® EQ 100 is produced from renewable raw materials, which was developed for consumers who want soft, shiny, and easy-to-comb hair but who care about protecting the environment.

Please feel free to visit our booth 4D27, Hall4 to exchange with us on the concepts and products and 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 2015 more than 33,500 employees generated sales of around €13.5 billion and an operating profit (adjusted EBITDA) of about €2.47 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 endeavor 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 €1.3 billion in 2015.

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