

“Elements of Care” – Evonik presents new formulation concept

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As a specialist for cosmetic raw materials and concepts for effective skin and hair care products, Evonik’s Personal Care Business Line has come up with the unique formulation concept “Elements of Care”. Working in close collaboration with specialists from around the world, the concept includes formulations that protect skin and hair from the effects of environmental stressors such as fine particles and UV radiation.

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Skin and hair are exposed to different stress factors like air pollution, UV radiation, dust and dry air from sources such as air conditioning on a daily basis. Consumers want to protect against these environmental impacts as well as against the negative side-effects such as skin-aging and dullness. With the launch of its new concept “Elements of Care” the Personal Care Business Line of Evonik offers individual solutions for various external stressors.

Increasing awareness of environmental insults

Air pollution, for example, is recognized as a major problem in many parts of the world. Particles with a size of 2.5 µm are believed to accelerate skin aging. To prevent this impact the cosmetics market, especially in the Asia-Pacific region, has recently seen the launch of many consumer products that protect against this negative influence.

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Besides anti-pollution claims, one other major concern to consumers is still protection against UV rays. In 2014, 16% of global skin care product launches claimed to offer UV protection.

Individual solutions

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Based on a broad raw materials portfolio, Evonik developed individual formulations for each of these areas designed to protect

skin and hair from environmental stressors or to minimize their impact:

The City Defense Purifying Mild Facial Cleanser removes pollution particles from the skin. The Anti-Pollution & Intensive Hydration Sleep Mask includes SK-INFLUX® V that helps to strengthen the protective barrier function of the skin. Based on TEGO® Care PBS 6, a versatile PEG-free O/W emulsifier with additional moisturizing properties, the Daily Anti-Photoaging Cream SPF 15 UVA helps to combat UV-induced signs of skin aging.

The quick absorption of the Dry Touch Hand Moisturizing Cream SPF 20 UVA makes it especially suitable for working outdoors, traveling or driving.

VARISOFT® TA 100 imparts a quick-absorbing, non-oily skin feel to the Climate Control Daily Moisturizer, while SKINMIMICS® replenishes the skin's own protective barrier to prevent moisture loss caused by humidity variations.

For hair care, a Color Care UV Shield Hair Conditioner formulated with ABIL® UV Quat 50 helps to reduce the UV-fading of dyed hair. The hair-strengthening Advanced Sheen Hair Protecting Treatment is formulated with VARISOFT® EQ 100, which is known for its excellent conditioning properties.

People around the world desire individual solutions, we create them with passion – that's what we call: The Soul & Science of Beauty.

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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