

## Evonik Launches Low-Viscous Formulations Concept – Complex Sensations, Easy Formulating

- Evonik unveils latest low-viscous formulation concept at PCHi 2015
- A sample kit with 6 low-viscous formulations is developed to meet Asian consumers' preference on light skin feel

Around two thirds of Asian territory is of either tropic or subtropical zone, thus fresh and light skin feel is preferred. Non-oily and non-tackiness sensory is popular while still keeping skin hydrated and well-cared.

In answer to Asian consumers' preference on "Light" skin feel, Evonik Industries launches the latest concept on low-viscous formulations which combines our deep formulation know-how and scientific excellence. The concept is supported by a sample kit with various low viscosity formulations of market relevant textures like serum, toner, light emulsion, spray, mask to provide solutions for sensorial consumer demands.

The formulations are easy to apply on the skin which offer the desired skin feel. Take "All Day Hydration Skin Relief Rich Toner" for example, the Rich Toner made with ABIL® Care XL 80, a silicone based emulsifier provides very nice silky and velvety skin feel. When applying the product, it will be quickly and well absorbed by the skin. It is enriched with HyaCare®, a skin-identical anti-aging moisturizer and LACTIL®, an ideal substitute for reduced natural moisturizing factors in the skin.

The other formulations include "Energizing Light Serum", "Daily Protection Sun Care Spray SPF 30, PA+++", "Smoothing Air Cushion Foundation", "Silky Smooth and Even Brilliant Mask" and "Intensive Hydrating and Refining Mask".

The concept will be unveiled in PCHi 2015 during March 12-14, 2015 in Guangzhou, China. Please feel free to visit our booth

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3CO<sub>2</sub> to exchange with us on this concept and to experience the samples on-site.

#### **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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