

## Evonik brings locally manufactured products with global standard to PCHI 2014

- Innovative concepts and solutions enables possibilities of creating new formulations for modern life
- Local production allows for flexible response to customers

From February 19 to 21, Evonik Industries will be exhibiting at the Personal Care and Homecare Ingredients (“PCHI”) 2014 for cosmetics, personal care and homecare formulations at Booth A08, Hall W1 in Shanghai New International Exhibition Center, China. It will feature the company’s innovative products and solutions catering for customers’ needs by responding to the latest market trends.

To better serve the Asia Pacific market by responding quickly to local requirements and offering a broad portfolio of locally manufactured products with global standard, Evonik opened a new production facility for organic specialty surfactants in Shanghai last October. The new plant is running smoothly, and some products produced from the plant will be promoted at the show, such as VARISOFT BT 85, TEGO Betain F 50, TEGO Betain C 60, REWOQUAT®WE 28 SH and etc.

### Innovative concepts and solutions for modern life

Evonik recently launched a unique Men’s Care concept providing tailor-made solutions for modern men. This concept encompasses a consumer survey covering market insights on male grooming routines, as well as the implementation of our scientific studies on male skin and the development of selected formulations just for men with proven efficacy data.

A series of advanced products and novelties will be displayed during the exhibition. ABIL® EM 120 is a multipurpose PEG-free W/O emulsifier with performance benefits in color truness before and after applying on skin. TEGO® CARE PBS 6 is a versatile

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emulsifier, providing broad formulation, even compatible with water soluble UV filters of SPF higher than 50 and insect repellents at the same time. TEGO® Stemlastin is a micro algae extract of a particular red alga. It delays chronological aging through protection and maintenance of epidermal stem cell capacity for rejuvenated skin activity and boost of elastic fibers for highly supple skin. Sphingony, a novel product from Evonik, is a naturally occurring, skin-identical molecule termed sphinganine. It targets hair loss by balancing the hair life cycle, strengthening the hair follicle and improving scalp health.

With efficient thickening for oil, stabilization for emulsion, flowability improvement for powder and special skin feeling, AEROSIL® and SIPERNAT® silica from Evonik have been used in personal care applications for many years. Evonik will present its latest development in the area of eco-friendly cosmetic formulations this time. It will highlight the benefits of its hydrated silica products, SIPERNAT® 2200 and SIPERNAT® 22, as eco-friendly abrasive particles in exfoliant body and face cleansers.

Evonik also brings innovative concepts of Powder-to-Cream, Dry Shampoo, Hair Styling Powders, which enables numerous possibilities of creating new formulations. With AEROSIL® and SIPERNAT® silica, Powder-to-Cream concept makes it possible to formulate almost any moisture-rich formulation in a powder form. Dry Shampoo and Hair Styling Powders provide people a convenient way of hair care in modern life.

### **Biodegradable raw materials for household care**

At the show, Evonik will showcase a broad range of biodegradable raw materials and innovative active agents for daily use in the household care area, such as laundry care, home care and car care. For instance, REWOQUAT®WE 28 SH, a vegetable based esterquat approved by ECOCERT, is suitable for biodegradable fabric softeners with good rewetting, soft handle, anti-static, and reduced drying time. REWOCARE® BDS 15 is the first

biodegradable polyether siloxane compliant with the European detergent regulation owing to enormous wetting and spreading ability. It can be applied to daily routine cleaning at home and in more demanding institutional and industrial cleaning applications. With added benefits including time saving, efficient and fasten the evaporation of residual water, it can also fit challenging requirements on hard, shiny and high glossy, hydrophobic surface such as PC and PVC.

#### **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 2012 more than 33,000 employees generated sales of around €13.4 billion and an operating profit (adjusted EBITDA) of about €2.4 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 3,500 employees in the Greater China region, the regional sales reached over 1 billion in 2012.

#### **Disclaimer**

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