

## Evonik exhibits at PCHI 2013 to showcase innovative range

March 12, 2013

Evonik Industries will be exhibiting at the forthcoming PCHI 2013 for cosmetics, personal care and homecare formulations during March 13–15 at Booth K16, Hall 4 at Poly World Trade Center in Guangzhou, China. It will once again feature the company's latest solutions which will help enable differentiated formulations and benefit brand owners to follow latest market trends.

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## High-quality technologies for cosmetics and personal care formulations

Regarding the market trend of personal care products, raw materials that are natural, sustainable and that provide superior well-being and sensorial experience are getting increasing popularity. For these demands, Evonik displays a number of new ingredients at the show.

TEGO® Feel Green is a sensory additive based on natural cellulose particles from renewable sources. This eco-friendly material leads to a harmonic texture which is particularly pronounced for light and/or gel formulations. TEGO® Care 450 is a high performance PEG-free emulsifier for hot processed O/W creams and lotions. It is proved to have excellent moisturizing properties and is mild to the skin. TEGO® Cistus is a standardized plant extract highly enriched in polyphenols from the pink rock rose. It provides DNA protection, delivers strong anti-oxidative and anti-inflammatory effects, and protects the skin against environmental stress. TEGO® Betain C 60 is mild concentrated foam-enhancing surfactant. With 47% active matter, it delivers excellent flash-foaming and performance in skin-cleansing product. This product will be soon locally produced in Evonik's new built organics production facility in Shanghai this year.

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AEROSIL® and SIPERNAT® silica from Evonik are versatile raw materials used in a wide range of formulations of the personal care industry, such as hair care, hair styling, lipstick, eye shadow, antiperspirants as well as make-up. Evonik will also present "Powder-to-Cream" concept, which allows formulation of almost any moisture-rich personal care product in a powder form.

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In addition, Evonik will present at PCHI 2013 Innovation Conference as part of the show's educational program, with the topic "Daylight Defense--Photoprotection and repair" to introduce how Evonik

developed next generation of actives for personal care products to protect DNA and restore dermal photoaging.

### **Wide range products for household care**

At the show, Evonik will also focus their presentations on a broad range of raw materials and innovative active agents for daily use in household care area, such as laundry care, home care and car care. For example, REWOCID® WK 30, an environmentally friendly biocide, which is biodegradable, leaves no traces on the surfaces, and exhibits only minor corrosion. It can be used, for example, as a disinfectant in hospitals, veterinary practices, production facilities in the food and animal feed industries, in livestock breeding, and in commercial kitchens.

### **About Evonik**

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Profitable growth and a sustained increase in the value of the company form the heart of Evonik's corporate strategy. Evonik benefits specifically from its innovative prowess and integrated technology platforms. Evonik is active in over 100 countries around the world. In fiscal 2011 more than 33,000 employees generated sales of around €14.5 billion and an operating profit (adjusted EBITDA) of about €2.8 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 1.2 billion in 2011.

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