

Evonik showcases innovative concepts at in-cosmetics Latin America

Evonik will reveal the new concept for Tattoo Care, six different formulations focusing on the hairceuticals trend, and its new interactive tool, Sensory Kaleidoscope.

As one of the world's leading specialists in ingredients and concepts for effective skin, hair, and body care products, Evonik will showcase its latest products and concept solutions for the cosmetic industry at in-cosmetics Latin America – the only Latin American exhibition exclusively dedicated to personal care ingredients:

Tattoo Care Concept – When having skin tattooed, people are willing not only to receive a symbol or a drawing on their skin, but also to have pigments permanently introduced into their skin's mid-layer (dermis). Up to now, few specific products for tattooed skin existed. Evonik has developed a new concept that provides products for the preparation of skin for the tattoo session as well as for protection and maintenance of the tattoo, with seven different formulas containing Evonik ingredients. One highlight is the Tattoo Preparatory Lotion. This moisturizing lotion contains the emollient TEGOSOFT® DEC, which imparts a non-oily and smooth skin feel, plus the active ingredients SKINMIMICS® for skin renewal and SPHINGOKINE® for strengthening the skin's structure. Customers will have the opportunity to test all the formulas at the Evonik booth!

Hairceuticals trend – For the hairceuticals trend Evonik is launching a set of formulations exclusively developed in Evonik's regional hair care laboratory containing six different formulations to meet the needs of Latin American consumers. Under hairceuticals Evonik understands all products that combine pharmaceutical and cosmetic properties, offering increased performance and more benefits for consumers. In its Hairceuticals kit Evonik offers the following formulas: Hairceutical Rebuilding Shampoo, a repairing shampoo for different types of damage, Hairceutical Rebuilding Conditioner, a repairing conditioner for different types of chemical and mechanical damage, Hairceutical Rebuilding Mask, a hair mask for strengthening hair affected by chemical or mechanical damage, Micellar Hair Water, a hair tonic with micelles for gentle treatment of the scalp, Mild Conditioning Shampoo, a sulfate-free mild shampoo

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Press contact

Dr. Jürgen Krauter

Head of Communications

Nutrition & Care

Phone +49 6181 59-6847

Fax +49 6181 59-76847

juergen.krauter@evonik.com

Specialized Press

Lisa Dierks

Head of Communications

Personal Care

Phone +49 201 173-3170

Fax +49 201 173-713170

lisa.dierks@evonik.com

Evonik Nutrition & Care GmbH

Rellinghauser Straße 1-11

45128 Essen

Phone +49 201 177-01

Fax +49 201 177-3475

Germany

www.evonik.com

Supervisory Board

Dr. Ralph Sven Kaufmann,

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offering premium conditioning with additional benefits, and the Co-Wash–Repairing Cleansing Conditioner, a cleansing conditioner for customers looking for the natural balance of hair.

Sensory Kaleidoscope – Using the format of a sensory map, the new interactive tool developed by Evonik shows the effect of formulations with different emulsifiers on skin feel. Based on Evonik’s broad product portfolio, experience in application technology and expertise in sensory evaluation and statistical analysis, Sensory Kaleidoscope enables formulations to be developed with the desired skin feel and helps to turn current sensory trends directly into new products. The new tool demonstrates the wide range of sensory effects that can be achieved with emulsifiers made by Evonik. Different technological platforms will be available to formulators for choosing the right emulsifier, for example the organomodified silicone emulsifier ABIL® Care XL 80 or the polyglyceryl–based ISOLAN® GPS. Applications range from light sprays to rich creams.

Innovation Seminar – Evonik will participate with a lecture on “A natural way to cover different solubilization needs,” promoting the concept of natural–based solubilizers, which will be presented by Dr. Peter Schwab, head of Innovation Management Personal Care – Rinse–Off. The presentation will be held on October 5 at 2 pm.

We would like to welcome you to booth E30 to show you our innovative products and concept solutions and discuss these with you!

Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals, operating in the Nutrition & Care, Resource Efficiency and Performance Materials segments. The company benefits from its innovative prowess and integrated technology platforms. In 2015 more than 33,500 employees generated sales of around €13.5 billion and an operating profit (adjusted EBITDA) of about €2.47 billion.

About Nutrition & Care

The Nutrition & Care segment is led by Evonik Nutrition & Care GmbH and contributes to fulfilling basic human needs. That includes applications for everyday consumer goods as well as animal nutrition and health care. This segment employed about 7,000 employees, and generated sales of around €4.9 billion in 2015.

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