

## Taking skin feel to the next level

March 29, 2017

Essen, Germany. Building on the striking success of “Sensory Kaleidoscope – Making skin feel visible” Evonik’s Personal Care Business Line has taken a further step in bundling its global expertise in formulation design, emulsifiers and sensory.

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Sensory Kaleidoscope 2.0 is an evolution of Evonik’s innovative interactive tool and helps you obtain the skin feel you are looking for. It offers the opportunity to display a vast range of cosmetic formulations in the context of their sensory characteristics. The impact of emulsifiers and formulation design on the skin feel is showcased in this helpful online tool, which was created using statistical analysis of sensory panel data.

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Sensory Kaleidoscope 2.0 takes experiencing the visual and sensory differences between formulations to a next level: the sensory positioning of various formulation examples can be displayed for individual emulsifiers in the tool and simultaneously directly experienced on the skin.

To create the impressions that consumers are looking for, ingredients that offer broad formulation flexibility are becoming more and more important for formulators. TEGO® Care PBS 6, a versatile PEG-free O/W emulsifier fully based on renewable sources, provides this flexibility in formulating a range of cosmetic skin care products, differentiated by a wide variety of sensory profiles. A set of appealing and creative formulations will be showcased to demonstrate the versatility and diversity of cosmetic emulsions based on TEGO® Care PBS 6.

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Innovative textures for a vivid experience add a fun element to the daily beauty routine. Get in touch with us and explore Evonik’s creativity in developing market-driven textures. An example of such a formulation is the “Caring Oil Release Cream,” a formulation with a surprising cream texture. It releases a caring oily layer on the skin which makes it appealing for very dry skin, for example. Another texture to discover is the “Magic Cream To Milk.” During application, milk-like droplets break out and offer a new experience to consumers.

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This innovative and creative medley of inspiring textures, sensorial experiences and emulsifiers is designed to spark your imagination and wow your customers. To experience it for yourself, join us at our stand NN 30, at the sensory bar, or during the formulation lab at in-cosmetics Global from April 4 – 6, 2017 in London.

Evonik Personal Care – emulsifier expertise encompassing all directions.



**Caption:**  
Sensory Kaleidoscope 2.0

#### **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. Evonik benefits specifically from its innovative prowess and integrated technology platforms. Evonik is active in over 100 countries around the world with more than 35,000 employees. In fiscal 2016 the enterprise generated sales of around €12,7 billion and an operating profit (adjusted EBITDA) of about €2.165 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 7,500 employees, and generated sales of around €4.3 billion in 2016.

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