



Progress beyond

Press release

Solvay introduces a breakthrough restorative routine for textured hair

With a complete textured hair routine designed to clean, care and style curly hair, Solvay is helping textured hair consumers embrace their natural hair one wash at a time.

Brussels, July 27, 2021 - 7:00 CET/CEST

Solvay is proud to unveil the complete routine for [textured hair](#), featuring 10 products formulated to help textured hair consumers cleanse, moisturize and style their hair with products made specifically for them.

Up to 75% of the world's population has textured hair, and natural hairstyles are increasingly seen as an element of personal identity. Yet, there is still a notable gap in high-end shampoos, conditioners and other hair care products made for these unique hair types. Solvay is prepared to change the personal care world with ready-to-use formulations designed to help textured hair consumers embrace their natural hair.

"One of my closest friends has textured hair, and she described how challenging it was for her to find the right products to style and care for her hair. I knew that I could make a difference with my work at Solvay," said Stephanie Neplaz, Global Marketing Innovation Director for Hair Care at Solvay. "When the opportunity came to work with Research & Development to create a textured hair routine, I knew we could make incredible products that have a real impact on consumers around the world."

Acknowledging the many different types of hair is just the first step in creating hair care solutions formulated for textured hair. In partnership with the textured hair stylists and models at Studio Ana'e™, our scientists were able to evaluate and validate each of our products when used in real-world conditions.

"As curls are becoming a huge part of the hair care and hairstyling market, we are often asked to share our expertise in the field," said Aude Livoreil-Djampou, Founder of Studio Ana'e™. "We particularly enjoyed this partnership because the whole Solvay team was totally dedicated to understanding the needs of curly haired women and men. The quality

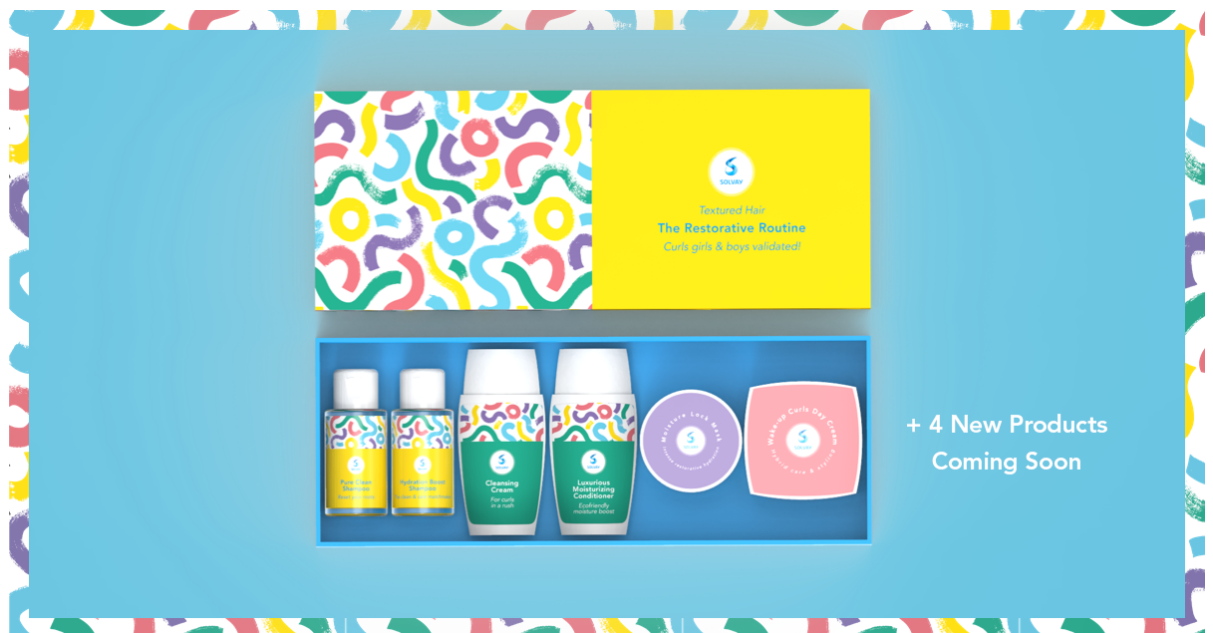


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of the products we tested reflects their commitment to provide their clients with a high-level textured hair regimen.”

In addition to providing highly specialized benefits for textured hair consumers, many of our formulations are also developed with eco-friendly ingredients that help customers love themselves and the planet.

To learn more about the restorative textured hair routine and our available solutions, please [contact our experts](#) or explore our [free online eBooklet](#).



Solvay's restorative routine for textured hair.



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About Solvay

Solvay is a science company whose technologies bring benefits to many aspects of daily life. With more than 23,000 employees in 64 countries, Solvay bonds people, ideas and elements to reinvent progress. The Group seeks to create sustainable shared value for all, notably through its Solvay One Planet plan crafted around three pillars: protecting the climate, preserving resources and fostering better life. The Group's innovative solutions contribute to safer, cleaner, and more sustainable products found in homes, food and consumer goods, planes, cars, batteries, smart devices, health care applications, water and air purification systems. Founded in 1863, Solvay today ranks among the world's top three companies for the vast majority of its activities and delivered net sales of €9 billion in 2020. Solvay is listed on Euronext Brussels (SOLB) and Paris and in the United States, where its shares (SOLVY) are traded through a Level I ADR program. Learn more at www.solvay.com.



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