

## Discover Solvay's showroom at In-Cosmetics 2015 Barcelona, featuring our trend-forward Personal Care Formulations

Paris, France, April 08, 2015 – Solvay Novincare will showcase its industry leading specialty body and hair care formulations at In-Cosmetics Barcelona 2015 (stand 7L30). Visitors are invited to experience the Solvay Showroom and enter a world of formulation options with more than 45 trend-forward cleansing and conditioning systems - from shampoo & conditioners to body washes and creams, among many others.

### A showroom to promote more than 45 personal care product formulations

Entering Solvay Showroom you will discover, hair care and body care products specifically designed to answer consumers' most requested personal care needs.

These formulations represent the culmination of Solvay Novincare's extensive research and innovation efforts to specifically design finished products that assist our customers in answering today's challenging body and hair care needs. Whether it's hair color protection, hair repair, hair & skin moisturizing free-from or multi-function products, Solvay's trend-forward fully formulated solutions deliver.

### Prepare your visit at our showroom!

Each of these products featured at In-cosmetics will have a dedicated webpage, with formulation information. Visitors will be able to easily access that information, using the mobile device of their choice and reading the QR code of the product.

To prepare your visit to our showroom and get access to the details of each formulation, we invite you to download a QR code reader on your mobile device!

### At Solvay, the end-market drives the innovation!

Solvay continually looks to strengthen its personal care expertise and accelerate consumer-centered innovation. A thorough consumer market survey helped identify the true end-market needs and have inspired Solvay Research & Innovation teams to generate new performance solutions with proven consumer benefits meeting formulators' most pressing challenges.

This approach guides the design of the formulations featured in the Showroom. Here we will highlight functional hair products targeting all-in-one beauty; deep conditioning; oil-infused, mild cleansing & conditioning; salt- sulfate and silicone-free to skin moisturizing, mild cleansing and new textures

- Solvay understands market needs and trends.
- Solvay integrates these trends in its performance evaluation methodology.
- Solvay translates market needs and trends into innovative formulations.
- Solvay supports formulators by providing comprehensive solutions.

As an international chemical group, **SOLVAY** assists industries in finding and implementing ever more responsible and value-creating solutions. Solvay generates 90% of its net sales in activities where it is among the world's top three players. It serves many markets, varying from energy and the environment to automotive and aerospace or electricity and electronics, with one goal: to raise the performance of its clients and improve society's quality of life. The group is headquartered in Brussels, employs about 29,400 people in 56 countries and generated 9.9 billion euros in net sales in 2013. Solvay SA (**SOLB.BE**) is listed on **NYSE Euronext** in Brussels and Paris (Bloomberg: **SOLB:BB** - Reuters: **SOLB.BR**).

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## Solvay's program at In-Cosmetics Barcelona 2015

Innovation Seminar - Wednesday 15th April - 11:00 – 11:30 - Theatre 1 (Hall 6)

### The latest wave in hair care: A surge in multi-functional products

Sandra Catarino, Business Development Manager at Solvay

### Some of our latest innovation, in preview!

#### Body Care Formulations:

[PURELY PAMPERING BODY WASH](#) - a Shea butter nourishing body wash

[PURE AND GENTLE FACIAL WASH](#) - a low sulfate exfoliating facial cleanser lathering and gently polishing away the dull skin

[IN-SHOWER MOISTURIZING LOTION](#) - an optimized instant body hydration

[INVIGORATING GEL BODY SCRUB](#) - a boost for smooth skin

[SKIN LIGHTENING FACIAL SERUM](#) - to lighten, brighten and smooth normal skin

[ECO-CONSCIOUS BODY WASH](#) - sustain the beauty of the earth and of your skin

#### Hair Care Formulations:

[EXTREME REPAIR SHAMPOO](#) - total repair shampoo for ultra-damaged hair

[NO-SHAMPOO CO-WASH CONDITIONER](#) - cleansing conditioner for very dry, and ultra-damaged hair

[MAGIC OIL INFUSION SHAMPOO](#) - oil infusion shampoo for dry, damaged, coarse hair

[CARE WITH LIGHTNESS](#) - nutri-shine conditioner for fine hair

[ABSOLUTELY CLEAN](#) - anti pollution shampoo for re-greasing scalps and stressed hair

[ECO-CONSCIOUS BIODEGRADABLE](#) - biodegradable shampoo

[MILD LITTLE SHAMPOO](#) - mild conditioning shampoo for children

Among many other!

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