

## Follow Solvay's innovation path at In-Cosmetics Paris 2016, featuring our state-of-the-art Personal Care formulations

**PARIS, March 7, 2016** --- Solvay Novincare will showcase its industry-leading specialty body, skin and hair care formulations at In-Cosmetics Paris 2016, [booth #F30](#). Visitors to Solvay's stand will be able to navigate an innovation path directed by consumers' needs, to discover more than 20 cleansing and conditioning solutions that address market challenges.

### [A unique selection of 20 personal care formulations concepts](#)

This year, Solvay encourages visitors to discover its personal care expertise hubs, which collaborated to design high performance solutions — from shampoo and conditioners to body washes and creams that enhance consumer well-being.

### [An innovation process driven by trends and consumers needs](#)

Solvay Novincare's key mission is to deliver innovative personal care solutions driven by today's market. Consumer demands drive Solvay's market trend analysis, which inspires its Research and Innovation teams to design new solutions concepts that meet both consumers' needs and formulators' challenges.

### [Exclusive High Tech experiences](#)

Whether stopping at the "Shake up your senses adventure" on the skin care hub or pausing at the "Look Transformation Experience" on the Hair care hub, travelers navigating the Innovation Path are propelled into a Solvay universe of interactive technologies.

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An international chemical and advanced materials company, **SOLVAY** assists its customers in innovating, developing and delivering high-value, sustainable products and solutions which consume less energy and reduce CO2 emissions, optimize the use of resources and improve the quality of life. Solvay serves diversified global end markets, including automotive and aerospace, consumer goods and healthcare, energy and environment, electricity and electronics, building and construction as well as industrial applications. Solvay is headquartered in Brussels with about 30,000 employees spread across 53 countries. In 2014, the company posted pro forma net sales of close to € 12 billion, 90% of which was generated from activities where it ranks among the world's top 3 players. Solvay SA (**SOLB.BE**) is listed on Euronext in Brussels and Paris (Bloomberg: **SOLB.BB** - Reuters: **SOLB.BR**).

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*Ce communiqué de presse est également disponible en français. - Dit persbericht is ook in het Nederlands beschikbaar.*