



**in-cosmetics®**  
**global**

Amsterdam • 17-19 April 2018

**BOOTH F10**



PRESS RELEASE: Paris, March 14th, 2018

## **Follow Solvay's innovation path at In-Cosmetics Amsterdam 2018 featuring our state-of-the-art Personal Care formulations**

Paris, France, March 14th, 2018 – Solvay Novecare will showcase its industry-leading innovative ingredients and specialty technologies for hair, skin and body at In-Cosmetics Amsterdam 2018, **booth #F10**. Visitors to Solvay's stand can discover innovative cleansing, conditioning and caring formulations opening opportunities for a renewed consumer experience.

### **A unique selection of personal care formulations concepts**

This year, Solvay guests to visit its hubs of personal care expertise to learn about new, high performance formulations and ingredients that enhance consumers' well-being — from shampoo and conditioners to body washes and creams.

### **An innovation process driven by trends and consumers needs**

The key mission of Solvay Novecare 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 solution concepts that meet both consumer' needs and formulator' challenges. Solvay invites visitors to learn about new solutions in Hair Care for curing split ends, answering the need for sulfate-free formulations or providing silicone alternatives. Discover sensory and multi-functional formulation solutions for Skin and Body Care, including innovative ingredients and natural based technologies to help formulators meet consumer needs and the latest market trends.

### **Solvay and Sustainability**

Throughout its history, Solvay has continuously and successfully transformed itself to confront immediate challenges, always with a view on securing the best possible future for its people, businesses, the planet and society at large. Our sustainable approach is driven by strong beliefs, all with the main objectives of building partnerships with customers, saving natural resources, sharing value and fostering consumer' well-being. Visit our booth to meet our team and find out more about our solutions for all sustainable development issues throughout product development or formulation.

## Attend Solvay's Technical Seminars and meet our experts:

### #1 Performance of Succinoglycan in Cosmetics Formulations

With Jonathan SY  
*Global Marketing Innovation for Skin Care Market*

Tuesday 17 April 2018  
12:10-12:40 pm  
Theater 2

### #2 Solvay's solutions to formulate shampoos without sulfated surfactants

With Caroline MABILLE  
*Recherche & Innovation Manager EMEA*

Wednesday 18 April 2018  
11:20-11:50 am  
Theater 2

**Solvay** is a multi-specialty chemical company, committed to developing chemistry that addresses key societal challenges. Solvay innovates and partners with customers in diverse global end markets. Its products and solutions are used in planes, cars, smart and medical devices, batteries, in mineral and oil extraction, among many other applications promoting sustainability. Its lightweighting materials enhance cleaner mobility, its formulations optimize the use of resources and its performance chemicals improve air and water quality. Solvay is headquartered in Brussels with around 27,000 employees in 58 countries. Pro forma net sales were € 10.9 billion in 2016, with 90% from activities where Solvay ranks among the world's top 3 leaders. Solvay SA (SOLB.BE) is listed on Euronext Brussels and Paris (Bloomberg: SOLB.BB - Reuters: SOLB.BR) and in the United States its shares (SOLVY) are traded through a level-1 ADR program.

**Solvay Novecare** is a worldwide leader in specialty surfactants and a major player in polymers, amines and guar. Solvay Novecare engineers and develops formulations that provide consumer products and state-of-the-art industrial applications with specific functional qualities designed to modify fluid behavior and deliver cleansing, dispersal, gelling, moisturizing, penetrating, softening or texturizing properties. These formulations are used in shampoos, detergents, paints and lubricants as well as in crop protection, mining and energy production and stimulation. Novecare, which boasts a worldwide network of 34 manufacturing sites and 22 R&D centers, has become the preferred partner of its customers in rapidly growing economies and leverages an innovation platform based on sustainable solutions.