

Discover Solvay's Hair Care Innovation at the SOLVAY In-Cosmetics Salon, featuring live demonstrations by Nabil HARLOW, renowned hairstylist & colorist at In-Cosmetics 2014 Hamburg

Paris, France, March 20, 2014 – Solvay Novincare will showcase its industry-leading specialty hair care formulations at In-Cosmetics Hamburg 2014 (stand 1G20), featuring live demonstrations at its SOLVAY In-Cosmetics Salon by renowned hairstylist & colorist Nabil Harlow. Visitors are invited to discover four brand new Solvay's cleansing and conditioning systems, used by Nabil Harlow on four models with distinct hair types.

These systems represent the culmination of Solvay Novincare's extensive research and innovation efforts in creating surfactants and polymers systems that deliver exceptional performance on targeted hair types. These breakthrough formulations are specifically designed to answer today's challenging hair care needs, color protection, hair repair, hair moisturizing and sulfate-free & silicone free shampoos, among many others.

- **Keep Your Color Radiant!** - Silicone & sulfate-free shampoo which makes colored and treated hair supple and shiny, full of health! - **for Bleached and Colored Hair**
- **Pump Your Hair Up!** – Silicone-free conditioning shampoo that does not weigh hair down! - **for Fine Hair**
- **4-in-1 Visionary** – Intensive-care shampoo to awaken your senses! - **for Dry or Ethnic hair**
- **Infuse Life Into Your Hair** - Silicone-free conditioning shampoo that revitalizes damaged hair, leaving it easy to comb, feeling soft and supple, and looking shiny! - **for Damaged Hair**

This year, Solvay Novincare is honored to work with noted hair stylist, Nabil HARLOW, to unveil these new hair care systems at In cosmetics Hamburg. Nabil Harlow works in the Fashion, Advertising and Film industries. He is also the favorite hairstylist of many of today's celebrities. His favorite quote is indicative of his approach to hair: "I don't want realism, I want magic!"

These two-day sessions will revolutionize the way consumers perceive the ingredients in a shampoo and demonstrate the importance of having high performance hair care products that won't compromise the sensorial experience.



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 Hamburg 2014

NABIL HARLOW Live Hair Show's Program - Stand 1G20	
Tuesday 1st April	11:00 Am - 11:45 Am <ul style="list-style-type: none"> • 4-in-1 Visionary • Pump Your Hair Up !
	3:30 Pm – 4:15 Pm <ul style="list-style-type: none"> • - Infuse Life In Your Hair • - Keep Your Color Radiant !
Wednesday 2nd April	10:30 Am – 11:15 Am <ul style="list-style-type: none"> • - Infuse Life In your Hair • - Keep Your Color Radiant !
	3:30 Pm – 4:15 Pm <ul style="list-style-type: none"> • - Pump Your Hair Up ! • - 4-in-1 Visionary

Innovation Seminar - Tuesday 1st April - 13:40 – 14:10 in Theatre 1 (Hall A2)

Fine hair, dry hair, colored hair, sensitive scalp: Treat your delicate hair and scalp with kindness!

by Caroline MABILLE, Head of the Global Hair Care Competence Centre at Solvay

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