

A conversation with Dr. Tammo Boinowitz, head of Evonik's Personal Care Business Line

EURO COSMETICS: *Your business line is known for its creativity and innovative strength, and you're presenting a wide range of active ingredients at in-cosmetics in London this year. Could you give us a preview?*

Dr. Tammo Boinowitz: In the area of active ingredients, Evonik has so far been best known for ceramides, peptides, and hyaluronic acid. With the Alkion and Air Products acquisitions we've extended this palette to include advanced botanicals and delivery systems. This takes us a big step nearer to our goal of being a leading producer of active ingredients.

EURO COSMETICS: *What are your most important innovations here?*

Dr. Tammo Boinowitz: Evonik's Personal Care Business Line is presenting three new products this spring: With the tetrapeptide **TEGO® Pep 4-Comfort**, Evonik has developed an active ingredient for the care of sensitive skin. The product helps to reduce skin irritations such as redness and itching – caused by stimuli such as heat, sunlight or shaving. **ANTIIL® 500 Pellets**, a novel hydrophilic rheology modifier with a superior thickening performance in aqueous surfactant systems. In addition, Evonik is introducing the **Sensory Kaleidoscope 2.0**, a further development of its innovative interactive tool, which helps to achieve the desired skin feel. Using this tool, the effect of numerous cosmetic formulations can be mapped based on their sensory properties. Now, even more emulsifiers and formulations have been integrated into the online tool. For visitors to the trade show, the sensory positioning of various formulation samples can be mapped in the tool for different emulsifiers and, at the same time, the tool can show how they will feel on the skin.

EURO COSMETICS: *What role does the introduction of your CAREtain® system play here?*

*Dr. Tammo Boinowitz,
head of Evonik's
Personal Care
Business Line*



Dr. Tammo Boinowitz: The CAREtain® system is a pioneering integrated concept to increase sustainability, and is our compass for every new product development. By applying it systematically, we have developed our product portfolio in the direction of sustainable customer solutions. It gives customers access to a comprehensive database covering raw materials as well as production processes for Evonik products. The comprehensive product assessment in CAREtain® and its integration into existing innovation structures provide product developers with an accurate requirements profile for pilot projects. The portfolio is thus developed not only by adding new products, but also by improving documentation and developing new application forms of existing products.

EURO COSMETICS: *Tattooing is becoming increasingly popular. About 60 million Europeans already have a tattoo and the trend continues. You've developed new formulations for personal care products in this area. How can these be used?*

Dr. Tammo Boinowitz: In tattooing, color pigments are inserted under the dermis, the second layer of the skin. But the uppermost skin layer, the epidermis, is also stressed in the process. If the skin is properly prepared and appropriately conditioned after tattooing, it can recover fast. Very few personal care products are currently available specifically for tattooed

skin. Our experts have now developed exemplary formulations for seven personal care products that nurture the skin before and after the tattooing process. The formulations contain active ingredients such as SPHINGOKINE® NP, SKINMIMICS®, and SK-INFLUX® V as well as mild surfactants, emollients, and emulsifiers from Evonik, all of which are also suitable for use in other cosmetics.

EURO COSMETICS: *You've taken over the Specialty Additives business of Air Products. What advantages does this offer?*

Dr. Tammo Boinowitz: The core competency of Air Products is delivery systems for ac-



Evonik's new Tattoo Care concept prepares and conditions tattooed skin.



"Setting the tone for cosmetic active ingredients": Evonik is aiming for a more important role in the market for active ingredients.

tive ingredients. A wide technology portfolio ensures that the active ingredient always penetrates into the right layer of the skin. The beauty of it is that these technologies can be combined with many active ingredients already existing at Evonik.

EURO COSMETICS: *What concepts do you use in supporting and accompanying your customers toward market success and high performance?*

Dr. Tammo Boinowitz: We've developed a unique and innovative formulation concept specially for beard care. Most of the men's shampoos and rinses available on the market were developed for head hair and are not always suitable for beard care. Our experts have taken note of the special requirements of consumers and have developed advanced formulations for the cleaning, conditioning, and care of beard hair. One important highlight here is an expanded all-in-one concept: a shampoo and shower oil for body, hair, and beard combining the advantages of shampoo, beard care, and shower oil. The grooming oil formulation forms a light foam, gently

cleansing head and beard hair without drying it out.

As I mentioned earlier, we've also introduced a formulation concept specially for tattooed skin. Without the right care a tattoo can quickly fade and lose its brilliant colors. In our tattoo care concept we offer a number of formulations based on our



Pro-active recognition of consumer needs: Evonik's Beard Care concept.

own raw materials, which nurture the skin before and after tattooing. These formulations contain active ingredients as well as mild surfactants, emollients, and emulsifiers from Evonik, all of which are suitable for use also in other cosmetics.

EURO COSMETICS: *This year, for the first time, you'll be taking two booths at in-cosmetics. What's the reason for this?*

Dr. Tammo Boinowitz: We want to present our new, wide-ranging portfolio of active ingredients to our customers in detail. Evonik's active ingredients experts, including former employees of Air Products and Alkion, will therefore be on hand for discussions. There's no better or quicker way to network our active ingredients expertise to the advantage of customers.

EURO COSMETICS: *The slogan of your new campaign is "Setting the tone for cosmetic active ingredients". What's the deeper underlying message here that you want to convey to the market?*

Dr. Tammo Boinowitz: The campaign illustrates the optimal mutual interaction of our innovative active ingredient technologies. Cockatoos in various colors, representing the different technologies, are directed by a conductor. The subliminal message is that Evonik successfully orchestrates various active ingredient technologies, always supported by cosmetic claims, to address market requirements. "Setting the tone" also means, however, that Evonik is aiming at a significantly more important role in the area of active ingredients.

EURO COSMETICS: *How do you see your role as a trendsetter in the future?*

Dr. Tammo Boinowitz: We're investing significantly more resources in trend analysis than in the past. Our new Tattoo Care and Beard Care concepts are good examples of proactive recognition of consumer needs. You can expect more from us in this direction in the future.

EURO COSMETICS: *Thank you for the conversation.*