

Croda launches its new website for Personal Care

With “One Personal Care”, Croda brings together all its brands and expertise in cosmetic ingredients in one digital space

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For Immediate Release**

Croda International Plc, the name behind the high-performance ingredients and technologies that are relied on by industries and consumers everywhere, is meeting the growing market demand for fast access to information and news through the re-design and update of its Personal Care website.(www.crodapersonalcare.com)

The site, which will offer users a faster, more comprehensive and easy-to-use web format, will enable users to keep up to date with the latest innovations and trends that are driving unmet consumer needs across the Global Personal Care industry

Now, with the launch of the new and updated Personal Care website, Croda customers are able to access and engage with information and ingredients from all of Croda’s brands, including Sederma and Crodarom, in one place. This allows fast and easy access to ideas and suggestions for all aspects of personal care product developments.

Including a new design and a more intuitive navigation structure, Croda creates a more interactive user experience, mixing technical information and market insights with their strong technical expertise in speciality technologies and focus application areas.

New Features:

- An easy-to-use product and formulation finder: With new search sections for Products and Formulations, discovering ingredients and formulation suggestions becomes much simpler and faster.
- A comprehensive Technical Library: Fast access to the latest formulations, videos, Webinars and technical product information.
- Redesigned layout for more intuitive navigation: With a new design and a more intuitive navigation structure, the new Personal Care website offers a complete and interactive experience of products, formulations and information from Croda, Sederma and Crodarom.
- A Discovery Zone for continued learning: Stay up-to-date with the latest market and consumer trend information, including sustainability trends, affecting the cosmetics and beauty industry and your product development.
- Inspiring Trends in the Avant-Gardist Corner: In a world where information exchanges are faster and easier to access, and where consumer habits are becoming increasingly global, Croda shares these new trends, using all of its experience to help its customers remain at the forefront of innovation.

To access all this premium content and start exploring the new features, visit the site to complete a quick and personalised registration.

CRODA

Start exploring now: www.crodapersonalcare.com

CRODA

sederma CRODAROM

www.crodapersonalcare.com

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For more information, please contact:

About Croda Personal Care – www.crodapersonalcare.com

Croda Personal Care is dedicated to working with its customers to meet evolving consumer needs with new and innovative products while maintaining a commitment to sustainability and social responsibility through initiatives that include the use of certified sustainable palm oil and other renewable raw materials. The company's expertise in formulation development, claims substantiation, market analysis and regulatory support provides customers immediate access to essential services for successful product development. Part of a global network, Croda Personal Care offers a wide and diverse product portfolio including a full line of natural, botanical ingredients from its Crodarom division and a full range of skin care actives from its Sederma division.

About Croda – www.croda.com

Established in 1925, Croda is the name behind high performance ingredients and technologies in some of the world's biggest and most successful brands: creating, making and selling speciality chemicals that are relied on by industries and consumers everywhere.

They have a network of over 4,200 passionate and committed employees, working together as one global team across manufacturing sites and offices in 36 countries. Croda is a FTSE100 company with a flexible structure that allows them to focus on developing and delivering innovative, sustainable ingredients that their customers can build on in: Personal Care, Health Care, Crop Care, Polymer Additives, Lubricants, Coatings & Polymers, Geo Tech, Home Care and Industrial Specialities.