

For the press



## **Future-proof products for holistic solutions**

**SEPAWA, booth A103 & A116: Omya Consumer Goods showcases versatile, innovative solutions for personal and home care applications**

***Oftringen (Switzerland), August 2018* – At this year’s SEPAWA, Omya will present its answer to the consumer demand for highly efficient ingredients that are both eco-friendly and sustainable. As such, the company will highlight mastered calcium carbonate particles with adjustable abrasivity for surface cleaners alongside minerals suitable for decorative cosmetics and toothpaste applications. A distribution portfolio comprising a broad spectrum of cleaning and caring substances will complete the offering.**

Several examples will illustrate the multiple ways in which calcium carbonate ingredients can create a new generation of all-round applications for home and personal care. One of these is surface cleaners based on marble, dolomite or limestone. Omyadol® and Omyacarb® minerals provide excellent sorption properties, adjustable abrasivity and good polishing ability – and they are not harmful to the ecosystem once back in the environment. Thanks to the brilliant whiteness of natural calcium carbonate, the cost-efficient ingredients enable products that not only convince in terms of look and feel but also meet the highest expectations when it comes to efficiency.

Recently launched Omyaskin® particles for decorative cosmetics offer greater porosity and a larger surface area than conventional calcium carbonate. This allows for improvements in the effectiveness of color cosmetics from the point of view of coverage, sebum absorption and skin feel, while simultaneously easing the production process. Meanwhile, for oral care applications, Omyadent® provides excellent remineralizing properties. Consisting of a calcium carbonate core surrounded by a shell of hydroxyapatite (HAP), Omyadent® repairs microscopic defects in the enamel resulting in a smoother and whiter tooth surface.

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Additionally, Omyadent® acts as a high efficiency carrier for ingredients such as flavors and antimicrobials.

All calcium carbonate minerals can be combined with products from the company's huge distribution portfolio. For detergents and cleaners, Omya offers ingredients such as surfactants, bleaching activators, disinfecting or emulsifying agents and many more. For the personal care industry, the portfolio includes natural color pigments, sweeteners, preservatives, antioxidants and others. Due to its long-term expertise and collaboration with certified producers, the company is able to provide sustainable supply for its customers.

At SEPAWA, experts will be available at the Omya booth presenting the diversity of raw materials for various personal care and home care applications. They will show how the ingredients can be customised for individual needs, focussing on innovative, environmentally friendly, safe and functional solutions.

#### **About Omya Group**

Omya International AG is a leading global producer of calcium carbonates and a worldwide distributor of specialty additives, premium services and solutions. Founded in 1884 in Switzerland, Omya has a global presence extending to more than 175 locations in over 50 countries with 8,000 employees. Omya provides sustainable added value products and services from responsibly sourced materials to meet the needs of current and future generations. In the Consumer Goods sector, Omya offers innovative solutions based on high purity natural minerals and complementary ingredients that comply with the most stringent regulatory and quality standards.

For further information, please visit: [www.omya.com](http://www.omya.com)

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