

Press Release

Holzminden, Germany, December 7, 2018

SymHair[®] Shape & Color protects hair style and dye

- Keeps hair in shape, prevents frizz, protects dyed hair from fading
 - Combination of wheat bran extract and camellia oil
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Symrise presents SymHair[®] Shape & Color. The cosmetic ingredient is able to tame volume and frizz, gives a memory effect to curls even in high humidity and protects colored hair from fading. SymHair[®] Shape & Color also strengthens the hair and decreases hair breakage.

As the trend towards natural hair care continues to grow, Symrise launched SymHair[®] Shape & Color. The hair care ingredient is based on selected plant oils, additional natural ingredients and emollients. It helps dyed hair retain its color longer, keeps curls defined and protects hair from becoming frizzy.

The hair care ingredient was developed based on the concept of adaptogenesis, supporting hair to adapt to stress caused by daily grooming as well as hair dye. The ingredient combination is rich in nourishing omega-3, 6 and 9 fatty acids and is able to create a protective non-greasy film on the hair surface. "Many women like to change their hair style and color to suit their moods," says Marcia Paula, Global Product Director Hair Care at Symrise. SymHair[®] Shape & Color prepares the hair for the routine of changes regarding the treatment of hair shaft e. g. the change between straight hair, curls or waves, different hair colors or lengths. It protects and strengthens damaged hair fibers and also defends the color of dyed hair from fading."

Formulators may use SymHair[®] Shape & Color in shampoos, conditioners, combing creams and many other hair care applications. "Until now, consumers had to buy one product to care for their colored hair and another product to protect their hair from damage and frizz," says Marcia Paula. "With SymHair[®] Shape & Color, we offer our customers a solution for hair care products that combines styling, care and color protection."

About Symrise

Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

Its sales of approximately € 3 billion in the 2017 fiscal year make Symrise a leading global provider in the flavors and fragrances market. Headquartered in Holzminden, Germany, the Group is represented in more than 90 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...

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