

Striving to be ahead of the curve

Joaquín Pérez Sánchez,

Global Manager Strategic Marketing – Personal Care, Evonik
talks about the gold medal award of RHEANCE® One



Joaquín Pérez Sánchez

EURO COSMETICS: *At in-cosmetics global in Amsterdam, you won the Best Functional Ingredient Award in Gold for the introduction of RHEANCE® One, a new type of cleaning substance. What persuaded the professional jury?*

Joaquín Pérez Sánchez: Certainly, our team is very excited about winning the important award of in-cosmetics global in the category of Best Functional Ingredient 2018. We believe that the jury valued the uniqueness of RHEANCE® One in responding to the consumers' demand for natural, safe, and environmentally-friendly solutions procured through sustainable practices.

RHEANCE® One is the first product of a novel class of all-natural, surface-active ingredients produced on industrial scale by a pioneering fermentation process based exclusively on sugars.

EURO COSMETICS: *What is special about this ingredient?*

Joaquín Pérez Sánchez: Striving to be ahead of the curve: RHEANCE® One combines effective cleansing and solubilization of essential oils, fragrances and flavors, with excellent skin-friendliness, a distinctive foam quality with a pleasant soft touch and very remarkably, an unprecedented environmental compatibility: 100% biodegradable, with very low aquatic toxicity and produced exclusively from agricultural resources traceable to the plantation site.

EURO COSMETICS: *You have developed an innovative technology for the manufacturing. Can you tell us a little more about this?*

Joaquín Pérez Sánchez: Evonik has developed a proprietary biotechnological process to synthesize nature-identical Glycolipids from 100% renewable raw materials. This fermentation process mimics natural glycolipid biosynthesis in a reliable

and scaleable way and yields a product with high purity and concentration.

EURO COSMETICS: *For which care products is RHEANCE® One suited?*

Joaquín Pérez Sánchez: RHEANCE® One opens up a new dimension for formulating sustainable and natural cosmetics – even for the most demanding skin types. Its multi-functionality makes RHEANCE® One a versatile cosmetic ingredient, for facial as well as for hair, body and mouth cleansing products.

EURO COSMETICS: *The sensory aspect of personal care products plays a large role with consumers. Which sensory properties of your product win people over?*

Joaquín Pérez Sánchez: The sensorial benefits of RHEANCE® One are also special. It generates a particularly dense and creamy foam with a pleasant, soft touch, rinsing easily off the skin or hair. This unique foam quality is accompanied by a high foaming power – a truly unparalleled combination.

EURO COSMETICS: *And what can you tell us about its environmental friendliness?*

Joaquín Pérez Sánchez: The environmental friendliness of RHEANCE® One is very remarkable. It is biodegraded quickly in the environment, reducing the impact on natu-



At in-cosmetics global 2018 won the Evonik team at Personal Care the gold medal award for Best Functional Ingredient

ral fresh water and marine ecosystems. In addition, it shows exceptionally low toxicity to aquatic organisms and has low potential for bioaccumulation. In terms of responsible sourcing, RHEANCE® One is produced entirely from agriculture sources traceable to the plantation site without the use of tropical oils or other oil sources.

EURO COSMETICS: *How do you plan to strengthen your innovative capabilities for the future with the new RHEANCE® Glycolipids technology platform?*

Joaquín Pérez Sánchez: Our RHEANCE® Glycolipids platform is a result of our deep expertise in biotechnology, process engineering and interfacial technology. Evonik has launched RHEANCE® One as the first product derived from this technology, confident that it will become a reference for the personal care industry in natural cleansing applications.

We are continuing our innovation efforts based on RHEANCE® technology with the perspective of launching revolutionary new ingredients addressing the concerns

of today's and tomorrow's consumers. Our company continues investing in the optimization of our organization, value-creating processes, collaborations across business lines and with stakeholders and our scope for future M&A. We are striving to be ahead of the innovation curve based on RHEANCE® Glycolipids.

EURO COSMETICS: *Thank you for the conversation.* ■

