



## **Symrise: Hydrolite® 5 green – Multifunctional Cosmetic Ingredient From Renewab wins PCHi Fountain award in the category ‘Actives Moisturizing & Hydrating’**

Only a few months after its market launch, the cosmetic ingredient Hydrolite® 5 green from Symrise has won an important award in Asia: The PCHi Fountain Award in the Category ‘Actives Moisturizing & Hydrating’. The Personal Care and Homecare Ingredients (PCHi) trade show in Guangzhou, China put the focus on natural substances and products. A good opportunity for Symrise to show its “green side”.

The prestigious prize once again rewards Symrise’s comprehensive approach to sustainability. The multifunctional cosmetic ingredient Hydrolite® 5 green is the “green” version of Symrise’s pentylene glycol, Hydrolite® 5 and is made from bagasse, a by-product from sugar production from sugar cane, a renewable raw material. It moisturizes the skin and boosts the efficacy of many other ingredients in cosmetics. In addition, the ingredient improves the aesthetics as well as enhances the protection of cosmetic products. Symrise launched Hydrolite® 5 green last September.

During the presentation of the prize at the trade show, the jury announced the awarding as follows: ‘Based on a great amount of scientific research, this product was created with sustainability in mind. It meets all requirements of resource recycling, and also the reuse of renewable resources. This product has obtained certification from numerous relevant organizations, caters to consumers' current perspectives, and has good market prospects.’ "This award that we have received at PCHi, represents China's recognition of our approach to sustainability” said Chung Sin Wong, Vice President Symrise Cosmetic Ingredients Division Asia Pacific. “It also raises awareness of our expertise in sustainability, in Asia, as the PCHi awards are highly regarded throughout the region.”

### **Green innovations at the trade show booth**

The industry gathered at this year’s PCHi in Guangzhou at the end of February. Symrise focused its presence under the motto “Go Natural Go Green” and presented many of its products made from renewable raw materials: Along with the prize-winning Hydrolite® 5

green, the company showed the natural anti-inflammaging ingredient SymFinity® 1298 made from Echinacea purpurea, SymVital® AR 3040 a 100% natural ingredient preventing pollution-induced pigmentation, SymMatrix® a natural multilevel protection against premature skin aging as well as many more ingredients of the broad cosmetic ingredients portfolio.

**Hydrolite® 5 green is manufactured using a raw material, which is a by-product of sugar production derived from sugar cane and meets the COSMOS-standard.**

Nowadays consumers explicitly demand naturalness and sustainability, and this is true for their cosmetics as well. Therefore, manufacturers of cosmetics increasingly offer product concepts with natural ingredients. And they do so for a good reason. According to a study from 'Persistence Market Research', the global natural and organic personal care market volume should amount to USD 22 billion by 2024. To meet this demand, Symrise delivers suitable cosmetic ingredients, which combine efficacy and naturalness – such as Hydrolite® 5 green.

This multifunctional ingredient is manufactured from renewable raw materials from sugar cane and has the same properties as the original pentylene glycol, Hydrolite® 5. It hydrates the skin and boosts the efficacy of active ingredients used in cosmetic formulations. In addition, Hydrolite® 5 green improves both, the look and consistency as well as the protection of the product. Manufacturers of cosmetic products can use this ingredient in a wide range of cosmetics.

### **True Sustainability**

Hydrolite® 5 green perfectly fits into the sustainability strategy of Symrise. Within the context of this strategy, the company emphasizes the importance of comprehensive transparency that benefits customers and end consumers. In 2018 the company won several awards for its exceptional global environmental protection efforts (Carbon Disclosure Project) and climate targets as well as for its environmental and social engagement (Ethibel Sustainability Index). The company currently assesses 80 percent of its main suppliers according to sustainability criteria. "Every time we use raw materials in our product development, we look at their sustainability as well as their social and environmental added value," said Eder Ramos Global President Cosmetic Ingredients Division of Symrise. "With Hydrolite® 5 green we have reached a further milestone, because it is entirely made from byproducts of a renewable source, the sugar cane."

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