

Syensqo demonstrates commitment to advancing responsible beauty care at in-cosmetics Global 2024

Syensqo will showcase a range of high-performing beauty solutions that combine science, sustainability and purpose

Brussels, April 11, 2024

Syensqo, formerly part of Solvay group, will unveil its latest ingredients and formulation concepts at [in-cosmetics Global 2024](#). These beauty solutions, which embody the slogan "Where beauty meets science", aim to inspire a new era in [beauty care](#) that combines science, sustainability, and purpose to advance the well-being of people and the planet.

"At Syensqo, we strive to be a pioneer in responsible beauty. By merging our expertise in science and sustainability, we're crafting tailored solutions that not only enhance quality of life but also champion environmental stewardship and ethical practices. This is the future of beauty care, and we're leading the charge," said [Jean-Guy Le-Helloco](#), Vice-President of Home & Beauty Care at Syensqo.

Breakthrough innovations unveiled

At the forefront of Syensqo's exhibition are its most recent innovations to elevate hair and skin care and address the latest market trends, such as silicone replacement, sulfate-free formulations, ethical sourcing and dermocosmetics. In a strategic move to reinforce the company's presence in the beauty industry, Syensqo is significantly strengthening its skin care portfolio, focusing on advanced, sustainable solutions that cater to the evolving needs of consumers.

Among the highlights in this year's Innovation Zone are:

- [Dermalcare® Avolia MB](#), a major step toward silicone replacement that provides outstanding wet and dry combing performance and matches the sensory specificities of silicone oils.
- **Geropon® TC Clear MB**, an easy-to-handle Sodium Methyl Cocoyl Taurate that provides all the benefits of taurates without the problems associated with handling.
- **Miranol® Ultra L-28 ULS MB**, a new best-in-class ultra-low salt surfactant, making thickening easier.

- [Mirataine® OMG MB](#), an innovative emulsifier used to create a multi-sensory experience and convenient oil solutions.

Each of these ingredients combines the highest performance levels with ease of use and environmental responsibility.

In the Sustainability Zone, Syensqo will showcase two of its eco-friendly offerings:

- [Naternal™ Care Clear SGI](#), the first readily-biodegradable, non-ecotoxic and ethically-sourced conditioning polymer.
- [Mirataine® CBS UP](#), a fully circular sultaine, derived from RSPO fatty acids, green epichlorohydrin and bio-circular certified DMAPA (dimethylaminopropylamine).

These ingredients push the boundaries of performance, while illustrating Syensqo's commitment to circularity and sustainability.

Expert-led conferences

Syensqo invites visitors to explore the science behind these innovations at its expert-led conferences:

Technical Seminar:

- Easy-to-handle cocoyl taurate with superior quality, flexibility and performance
- April 16, 4:15 p.m. – Theater 1
- By [Caroline Mabile](#), Global Marketing Manager for Cleansing at Syensqo

Sustainability Forum Presentation:

- Bonding Biodegradability and Performance with Naternal™ Bio-Based Polymers
- April 17, 11:45 a.m. – Pegase, Pavilion 1
- By [Vincent Miralles](#), Global Marketing Manager for Hair Care and [Marie Arzel](#), Global Marketing Manager for Home & Beauty Care at Syensqo

Join Syensqo's beauty revolution

Visitors are invited to re-discover Syensqo at **booth #1E60**, where they will be able to witness the future of hair care, cleansing and skin care firsthand. Here, science and sustainability converge to create unparalleled beauty solutions that embody Syensqo's vision for a responsible beauty industry.



About Syensqo

Syensqo is a science company developing groundbreaking solutions that enhance the way we live, work, travel and play. With a diverse, global team of more than 13,000 associates in 30 countries, we bring great minds together to push the limits of science and innovation for the benefit of our customers.

Building on 160 years of legacy, our solutions contribute to safer, cleaner, and more sustainable products found in homes, food and consumer goods, planes, cars, batteries, smart devices and healthcare applications. Our innovation power enables us to deliver on the ambition of a circular economy and explore breakthrough technologies that advance humanity.

Learn more at www.syensqo.com.

Contacts

Media Relations

Ron Sausa

+1 973-914-1693

ronald.sausa@syensqo.com

Wisseem Chambazi

+33 6 45 41 58 70

wissem.chambazi@syensqo.com

Follow us on LinkedIn @Syensqo