

## **Croda brings forward its launches and innovations in Latin America in-cosmetics 2016**

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**Press Release: September 2016**

### **Immediate Release**

Croda is delighted to present its latest launches and innovations at the next edition of the **in-cosmetics Latin America** trade show in Sao Paulo, Brazil from 5<sup>th</sup> to 6<sup>th</sup> October.

In-cosmetics will be the opportunity for Croda to showcase its formulation expertise and bring innovative products and texture ideas to develop new skin and hair care formulations.

Croda has been able to create some truly inspired formulations containing novel Croda ingredients. By harnessing the interactive space, our visitors will learn about and test our latest innovative formulations and textures, designed to be aligned with the next trends in Latin America.

Our formulators, performance testing experts, molecule developers, marketing and sales professionals will be available to help you discuss a suitable solution for your formulations.

**In Cosmetics** is the perfect opportunity to see first hand, the two **new concept-campaigns** developed by Croda, especially for Skin Care and Hair Care.

- **Be Skinspired** – inspire yourself with these new, exciting on-trend formulations and learn about the unique ingredients used to build the chassis, the emotive story and active benefit. These complete formulations are sure to inspire you and meet even the most discerning demands of consumers.
- **Use your Hairmagination** – technology and imagination get together to create an astonishing line of new hair care products. New formats, formulations and colours will drive you to creating products to deliver more glamorous and healthier hair.

Croda will also be present in the following activities, participation by invitation, that will take place during this fair.

### **Formulation Lab**

**“Skin Care: Versatility and Performance while Formulating Innovative Textures”**

Speaker: Aline Souza, Applications Team Leader

October 5<sup>th</sup>, from 10: 30 to 11: 30 am

### **Sensorial workshop:**

**“Hair Care: Optimizing and reducing costs of High Performance Conditioning Systems”**

Speaker: Renata Solfredini, Marketing Manager Personal Care Latin America

October 6<sup>th</sup>, from 10: 30 to 11: 15 am

"We are committed on working together with our customers to find new texture ideas and innovative formulations that meet consumer needs. Likewise, our customers know they can rely on Croda for their ingredient selection during the development of new products", said Renata Solfredini, Personal Care Marketing Manager Latin America.

For more information on innovative technologies from Croda, new product launches and our sustainability commitment, please go to [www.crodapersonalcare.com](http://www.crodapersonalcare.com)

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**About Croda Personal Care – [www.crodapersonalcare.com](http://www.crodapersonalcare.com)**

Croda Personal Care is dedicated to working with its customers to meet evolving consumer needs with new and innovative products while maintaining a commitment to sustainability and social responsibility through initiatives that include the use of certified sustainable palm oil and other renewable raw materials. The company's expertise in formulation development, claims substantiation, market analysis and regulatory support provides customers immediate access to essential services for successful product development. Part of a global network, Croda Personal Care offers a wide and diverse product portfolio including a full line of natural, botanical ingredients from its Crodarom division and a full range of skin care actives from its Sederma division.

**About Croda – [www.croda.com](http://www.croda.com)**

Established in 1925, Croda is the name behind high performance ingredients and technologies in some of the world's biggest and most successful brands: creating, making and selling speciality chemicals that are relied on by industries and consumers everywhere.

They have a network of over 4,200 passionate and committed employees, working together as one global team across manufacturing sites and offices in 36 countries. Croda is a FTSE250 company with a flexible structure that allows them to focus on developing and delivering innovative, sustainable ingredients that their customers can build on in: Personal Care, Health Care, Crop Care, Polymer Additives, Lubricants, Coatings & Polymers, Geo Tech, Home Care and Industrial Specialities.