

MEDIA RELEASE

Clariant decodes concept of beauty through ingredients for skin-mind harmony at PCHi 2025

- “Beauty = Clariant (X)” formula on show to help consumers decode beauty concept for personal care products with elements of sensory and efficacy highlighted
- Exciting lineup of products from Clariant and the recently acquired leading high-value ingredient provider Lucas Meyer Cosmetics by Clariant help achieve skin-mind harmony
- New Eclipsogen™ CAP UV filter, GlowCytocin™ and Melicica™ active ingredients and newly filed Aristoflex™ Velvet among featured products

MUTTENZ, MARCH 6, 2025

Clariant’s Personal and Home Care Segment, together with the newly acquired Lucas Meyer Cosmetics by Clariant, is bringing to the PCHi 2025 exhibition a host of exciting beauty care ingredients to help consumers strike the all-important beauty harmony between their skin and mind.

Clariant is exhibiting this year at booth 1F18 in Hall 1.1 and Lucas Meyer Cosmetics by Clariant is at booth 3F16 in Hall 3.1 during the three-day show on 19-21 February 2025 staged at China Import and Export Fair Complex Guangzhou.

Unveiling the Beauty Formula: Beauty = Clariant (X), decoding the secrets of beauty

In any modern-day definition, the successful pursuit of ultimate skin beauty no longer lies within just one particular product on a single physical dimension – it is the result of a mix of variables put together for striking the perfect harmony between the skin and mind.

With decades of presence in the beauty care formulation segment, Clariant is leveraging its unique product portfolio excellence and technical expertise to deconstruct personal care formulations through the “Beauty = Clariant (X)” innovative equation put forward at the PCHi exhibition.

“At Clariant, we are driven by innovation and a relentless focus on meeting the evolving needs of our customers,” states Michael Haspel, Clariant’s Global Head of Personal & Home Care. “The PCHi show allows us to showcase our unique approach to decoding beauty through cutting-edge ingredients that deliver unparalleled sensory experiences and high-performance efficacy. Our extensive portfolio, backed by decades of expertise, enables us to craft tailored solutions that elevate beauty formulations to new heights.

We are committed to pushing the boundaries of what's possible, empowering our customers to create truly remarkable products that resonate with today's discerning consumers.”

Encapsulated UV filter enabling excellent protection and sensory delight

One of the newly launched products at PCHI is the Eclipsogen CAP series UV Filter that offers a stable encapsulation system designed to safeguard UV filters and enhance their dispersion through Clariant's patented NanoCon Technology. The particles in Eclipsogen CAP are homogeneously sized and well-dispersed for enhanced SPF performance. This formulation creates an ultrathin and even film on the skin, ensuring optimal coverage without penetration. The product is particularly distinguished by its outstanding sensory properties, delivering a light skin feel with no white cast that consumers will appreciate in their daily sun care routine.

Newly filed rheology modifier delivering velvety skin feel

Another highlight at Clariant's booth is the innovative Aristoflex Velvet rheology modifier, which has achieved a key milestone by recently completing filing for the China market. This unique polymer matrix is garnering significant attention for its ability to gently melt during application, leaving skin with an ultra-soft, velvety, and moisturized feel that directly contributes to the desired skin-mind harmony. With excellent solvent compatibility and particle stabilization properties, Aristoflex Velvet enables the creation of superior sensory formulations across a wide range of product types – from premium skin care to unique applications like tonics and hand sanitizers.

Natural emulsifier creating powdery soft sensations and brain relaxation benefits

The award-winning Pickmulse™ from Lucas Meyer Cosmetics by Clariant is a groundbreaking, surfactant-free emulsifier derived from a patented quinoa starch technology. Pickmulse creates Pickering emulsions with a soft, powdery finish and has been clinically proven to stimulate brain areas linked to relaxation and positive tactile sensations, while also encapsulating lipophilic ingredients to protect actives or enhance the sensory benefits of emollients.

Active ingredients achieving radiant skin-mind harmony through innovative repair and power of love

In the active ingredient category, Lucas Meyer Cosmetics by Clariant introduces GlowCytocin and Melicica. Offering sensory and efficacy benefits, GlowCytocin enhances pleasurable skin sensations and delivers a calming effect, while visibly improving skin radiance. Melicica has a natural and holistic approach to skin recovery by alleviating discomfort from skin irritation in addition to providing emotional relief to boost self-confidence.

“Today's consumers are becoming more conscious of the connection between skin health and emotional well-being. At Lucas Meyer Cosmetics by Clariant, we believe addressing this 'skin-mind' connection through sustainable, innovative ingredients is key to shaping the future of the personal care market,” says Isabelle Lacasse, Head of Marketing, Product Management and Formulation at Lucas Meyer Cosmetics by Clariant. “Our solutions are designed to elevate sensory experiences and meet the growing demand for active solutions that will elevate mood, while taking into consideration the growing demand for eco-conscious beauty innovations.”

Visit Clariant at booth 1F18, Hall 1.1 and Lucas Meyer Cosmetics by Clariant at booth 3F16, Hall 3.1 during PCHI 2025, on 19-21 February at China Import and Export Fair Complex Guangzhou. Visitors are welcome to drop by the booths where the technology and commercial teams of Clariant and Lucas Meyer Cosmetics by Clariant will be on hand to give full product highlights, demonstrations and answer any questions.

For more details about our presence at PCHi 2025 and our innovative solutions, visit <https://www.clariant.com/en/Corporate/Events/2025/02/PCHi-2025>.



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Stefanie Nehlsen

Phone +41 61 469 63 63

stefanie.nehlsen@clariant.com

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