

Press release

Holzminden, July 8, 2024

Symrise celebrates 150 shades of innovation with the milestone sun protection

- Pioneering role in sun protection filters since 1938
- First modern sun protection ingredient on a natural basis
- Innovation concept successful across functions and regions

As part of its "150 shades of innovation" campaign to mark the 150th anniversary of the first patent of founding father Wilhelm Haarmann, Symrise is commemorating its milestones. Symrise will put the second highlight on the pioneering work, processes, and ingredients from their Sun Protection business. The Holzminden-based company has been shaping this industry for over 70 years by leading research and delivering game-changing product innovations in the skin and sun care space.

The business with sun care products is developing rapidly and many suppliers put products on the market. From the first patent for a UV filter in 1938 until today, these factors have both driven product innovation and fulfilled consumer demands. Thanks to its more than 70 years of experience, Symrise has developed an in-depth understanding of the sun's effects on skin.

Originally focused on ultraviolet radiation defense, today light protection extends beyond "beach products." The Cosmetic Ingredients Division of Symrise offers a broad portfolio of ingredients for protection from UVA and UVB to infra-red and also visible and blue light.

"Innovation forms the cornerstone of our industry. It is driving us to develop cutting-edge sun care products and functional ingredients that protect and nourish the skin. By embracing innovation, we stay ahead of the curve and strive to fulfill the evolving needs of our customers," says Timothy Kenny, Global President Cosmetic Ingredients at Symrise

This summer, Symrise puts sun protection in the focus as second topic in its innovation-focused campaign "150 shades of innovation". The campaign looks at the history of sun care and highlights the company's industry-shaping innovations, products, and ingredients as well as the differences in global customer demands and use.

For instance, the choice of UV filters is increasingly reducing due to regulatory provisions or consumer wishes regarding product properties and ingredients. This makes the development of sunscreens with a high sun protection factor (SPF) continuously more complex. Functional Performance Booster (FPB) therefore play a key role in the development of sunscreen formulations to achieve a high sun protection factor also under these conditions.

"Our award-winning product SymEffect® Sun demonstrates impressively our profound understanding of the needs in the development of modern sunscreens. With its unique natural-based 360° approach, it can effectively enhance the efficiency of the used UV-filters, improve the water resistance and formulation stability, and exerts a beneficial impact on the skin feel of the emulsions. Based on responsibly sourced raw materials, it forms the next step towards a higher degree of sustainability and naturalness in sun protection cosmetics," says Ev Suess, Global Head Business Unit Sun Protection, Functionals & Colors, Cosmetic Ingredients.

While providing the best possible protection will always continue as the central goal for sun care offerings, Symrise also recognizes that consumers are increasingly demanding

more from the products they use. Their regional application laboratories support customers worldwide in the formulation of sun care products that meet the regional consumer needs.

The campaign will underscore this interplay between cross-category capabilities and regional application laboratories within Cosmetic Ingredients. It will also consider Symrise's accumulated knowledge in the sun care space. Together, this will continue to position the company as one of the leading and most innovative players in sun protection.

About Symrise:

Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients, and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

Its sales of approximately €4.7 billion in the 2023 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more...

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