

THE CHANGING FACE OF INNOSPEC

As the personal and beauty care industry continues to thrive, Innospec understands the importance of innovation and development to meet changing consumer needs.

With unrivalled formulation expertise, Innospec develops ingredients and solutions to maximize finished-product appeal and with changes to our business this year we are better placed to do this than ever.

Welcome Chemsil

With a shared commitment to creative innovation, Innospec have integrated Chemsil, a supplier and manufacturer of specialty silicones, into our personal care portfolio. The Chemsil range of silicone products complements our extensive range of personal care ingredients, providing extended possibilities for creative formulation solutions in categories such as:

- Hair care – cleansing, conditioning and styling
- Skin care – cleansers, creams and lotions
- Sun care
- Intimate care
- Color Cosmetics

New product promise

With increased formulation opportunities, Innospec continue to develop novel ingredient solutions, as shown over the past year with the launch of new, innovative products.

Iselux® Ultra Mild

- Low eye sting and no skin irritation
- Enhanced foam and viscosity in extremely mild shampoo formulations

Shineblend® MAX

- Feather light, silky soft effect
- Non-greasy, shine enhancer, for use in hair care products

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As we embrace the changes at Innospec we have taken the opportunity to look at our image and messaging to ensure that we continue to inspire and delight our customers. At Innospec we understand that there are many reasons for using cosmetics and toiletries but perhaps the overarching theme is concerned with wellbeing and beauty, it's about each and every one of us feeling good in our everyday lives. We know that beauty is more than skin deep and that it's what's inside that counts, inside us and inside the products that we all use. This is why we have refreshed our personal care branding with new images that capture Inner Beauty. Everything that goes into our products is evaluated and perfected before earning the right to be sold as an Innospec ingredient to go on and touch the lives of people around the world.

We are very excited to be going live with the new look and feel at NYSCC Suppliers' Day in Edison, New Jersey. We're sure you won't miss the stand as you walk past but just in case we'll be at booth 1431 waiting to welcome you to the next era in Personal Care.



inner beauty

innospec 
performance chemicals

Coming up...

Over the next year Innospec will continue to develop and introduce new products and work with our customers to create original ideas to suit current and future market demands. We hope to build on this and continue the journey to reinforce the experience and capabilities we offer to our customers.

With a new look and feel of our personal care business on the horizon, Innospec remain dedicated to maintaining our focus as innovative partners committed to the future of this exciting market.