

### **Kuraray at in-cosmetics global 2019: Cosmetic ingredients for perfect care and longer lasting products**

At in-cosmetics global 2019 (booth P72), speciality chemicals producer Kuraray is showing how environmentally friendly isopentyldiol improves the user experience of toiletries and cosmetics - and also extends their shelf life.

Hattersheim/Paris, April 2019. Toiletries and cosmetics are expected to make us look fresh and natural, feel pleasant on our skin, and be easy to use. Besides being free of health risks, they must have good tolerability and retain their consistency over time. Kuraray, one of the world's leading speciality chemicals producers, is therefore exhibiting its environment-friendly, multi-purpose cosmetic ingredient isopentyldiol (IPD) at in-cosmetics global 2019 in Paris from April 2 - 4. At this trade show in Paris, Kuraray's experts will demonstrate how IPD greatly improves the effect of preservatives in personal care products and make-up - to ensure longer-lasting products that feel great on the skin and have lasting hygiene properties.

Consumers want toiletries and cosmetics that give them a perfect user experience: they have to feel good on the skin, ensure simple and even application, have good tolerability and lasting hygiene properties. To create products that meet these demanding requirements, the cosmetics industry needs substances with special properties, for example, to give make-up the consistency that allows absolutely even application. From April 2 - 4, Kuraray is presenting its environment-friendly, all-round cosmetic ingredient isopentyldiol (IPD) at in-cosmetics global 2019 in Paris, the world's leading trade show for suppliers to the cosmetic industry. Visit Kuraray's specialists at booth P72 for information on how this colourless, odourless liquid gives toiletries and cosmetics pleasant properties and a natural appearance. It also improves the efficacy of preservatives.

#### **Moisturising properties and durability booster**

“Isopentyldiol can be combined with many ingredients used by the cosmetics industry and is already used in a wide range of applications. For instance, as a moisturizer and emollient, it makes sure products feel nice on the skin,” says Daniel Kinderf, BU Director EMEA. “New studies also show that IPD significantly enhances the effect of preservatives.” In combination with phenoxyethanol, ethylhexylglycerin and caprylyl glycol, IPD has a synergetic effect on preservation performance, which allows it to effectively challenge paraben technology. In this way, it helps ensure personal care products such

as body lotion, sunscreen and deodorants have a longer shelf life and prevents the spread of harmful bacteria.

#### **Isopentyldiol: for ideal properties - from make-up to toothpaste**

Isopentyldiol (3-methyl-1,3-butane diol) is a colourless, odourless liquid produced by chemical synthesis. It is completely miscible with water. As a consequence of its unique properties, for example, excellent thickening and foaming properties, IPD is already used in a wide range of cosmetics and toiletries - from after-shave gels to toothpaste. In cosmetics such as liquid foundation, IPD ensures even application. It gives lipsticks and eye shadow lasting gloss effects. And in hair-care products, it helps repair damaged hair.

“IPD meets the high requirements set by the EU Chemicals Regulation. As well as being registered in Japan as a quasi-drug, it is registered in China,” reports Daniel Kinderf. “With its excellent tolerability and very good safety profile, isopentyldiol meets the requirements for demanding personal care and cosmetic applications. At in-cosmetics global 2019 we are showing how our product ensures optimum results in a wide range of applications.”

**Captions/source of photos: Kuraray**



[Photo 1]: At in-cosmetics global 2019 Kuraray is showing how isopentyldiol significantly improves the effect of preservatives in toiletries and make-up. In combination with phenoxyethanol, ethylhexylglycerin and caprylylglycol, this cosmetic ingredient increases the shelf life of products and ensures lasting safe use of body lotions, sunscreen and hand cream.



[Photo 2] Isopentyldiol can be combined with many other ingredients used in the cosmetics industry. As a moisturiser, it ensures that toiletries feel pleasant on the skin. This colourless and odourless liquid makes sure that cosmetics and personal care products look natural, gives them the ideal consistency, and ensures even application of products such as foundations, lipstick and eye shadow.

### **About Kuraray**

Established in 1991, Kuraray Europe GmbH is based in Hattersheim, near Frankfurt am Main, Germany. In 2018 the company generated annual sales of over EUR 680 million. It has 690 employees in Germany at its sites in Hattersheim, Frankfurt and Troisdorf. Kuraray is a global speciality chemicals company and one of the largest suppliers of industrial polymers and synthetic microfibres for many sectors of industry. Examples are KURARAY POVAL™, Mowital®, Trosifol® and CLEARFIL™. Kuraray Europe also has around 190 employees at six other European sites. They are also working on the development and application of innovative high-performance materials for a wide range of sectors, including the automotive, paper, glass and packaging industries, as well as for architects and dentists.

Kuraray Europe is a wholly owned subsidiary of the publicly listed Kuraray Co., Ltd., which is based in Tokyo, Japan, and has more than 10,000 employees worldwide and sales of over EUR 4 billion.

This press information including images is available under:

<https://www.kuraray.eu/en/presse/>

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