

PRESS RELEASE:

June 2020

KAO Chemicals Europe develops new eco-friendly personal care formulations

The Solid Waterless Kit and Dilutable Kit include hair and body care products, up-to-date with the latest trends and revealing new advancements in the global cosmetics industry

Barberà del Vallès, xx june 2020. KAO Chemicals Europe has developed two new kits for hair and body care, showcasing the potential of their finished product formulas according to people's needs and new market trends.

The new Formula Kits have been created combining different properties and characteristics, such as the reduction of water use and reusable packaging, making KAO especially conscious about its environmental impact.

Furthermore, both kits respond to new cosmetic market demands in health, eco-awareness, ease of use and comfort.

Solid and Dilutable: different formulations, same approach

The two new Formula kits include products for hair and body with different physical properties:

Solid Waterless Kit with Creamy Shampoo, Hair Conditioner and Body Moisturizer.

Dilutable Kit with Conditioner and Hair & Body Cleanser.

Among the kits products, of special note are hair solutions such as AKYPO® FOAM LM 25, an ultra-soft cleaning agent that provides a consistent, stable foam with a creamy texture; KAO SOFCARE®GP-1, a fortifying and repairing conditioning agent that maintains volume, gives shine and facilitates hair styling; and DANOX® HC-30, a one-step 2-in-1 conditioning agent, which facilitates the formulation process and gives hair the optimal properties to keep it healthy.

For body care, thanks to its emulsifying properties and good skin compatibility, DANOX® HC-30 is a product highly recommended for the preparation of skin care emulsions. Likewise, thanks to the combination of different KAO emollients, like Exceparl LM-LC and Exceparl IS-CE-A, a sustainable body moisturizer with a natural character can be achieved.

These are only some examples of possibilities that KAO Chemicals Europe solutions offer. As a result of the KAO's commitment to innovation, creativity and sustainability, the company offers a new way forward in the global cosmetics industry.

Kao Chemicals Europe, S.L.

Kao Chemicals Europe

Marketing Department
Puig dels Tudons, 10
08210 Barberà del Vallès (Barcelona) – SPAIN
Tel.: +3493739300
marketing@kao.es
Kaochemicals-eu.com