

## Press release

Holzminden, Germany, May 10, 2022

# Symrise presents Zinc about it! – its mineral-based sunscreens (Neo Heliopan®) for effective, safe, and natural sun care

- Safe broad-spectrum UVA & UVB protection
- Suitable for a wide range of products including sun care for kids, sports, and sensitive skin
- Easy to use UV filters for reduced whitening effect and excellent sensorial skin feel

**Symrise has developed a mineral UV filter range. It will market the cosmetic ingredients under the brand Neo Heliopan®. This forms a logic addition to the successful portfolio of existing sun filters. Strategic partner Kobo has supported in the development of the range. The company specializes in powders and dispersions related to color cosmetics and mineral UV filters.**

Symrise is complementing its UV filter portfolio to meet current expectations of consumers. They want effective, safe, and natural sun care products. The product range consists of two surface-treated powders. Neo Heliopan® ZnO 40 provides broad-spectrum UV protection with a focus on increasing the SPF. Neo Heliopan® ZnO 300 provides broad-spectrum UV protection with a focus on increasing the UVA-PF.

Neo Heliopan® ZnO 40 and Neo Heliopan® ZnO 300 form a perfect combination in cosmetic product formulas that incorporate sun protection like face creams. The first of these provides effective UVB protection with minimal white cast thanks to its fine particle size. The second offers a balanced UVA protection due to its larger particle size.

### Better processing thanks to surface treatment

The mineral UV filters are based on zinc oxide. "Formulators get considerably challenged when dispersing zinc oxide in the oil phase. They need to expend a big amount of mechanical energy with crude zinc oxide. We have surface-treated our powdered form of Neo Heliopan® ZnO 40 and Neo Heliopan® ZnO 300. Manufacturers can now process their products faster and with less dust," explains Ev Suess, Global Head Business Unit Sun Protection, Functionals & Colors. This results in a more sustainable production process that uses significantly less energy.

Symrise presented three sunscreen concepts at in-cosmetics 2022 containing the new range of microfine or submicron pigments. Neo Heliopan® ZnO 40 and Neo Heliopan® ZnO 300 offer the perfect solution for effective and safe sun care products. They also provide the ideal solution to create formulations without the annoying whitening effects on the skin.

1. Daily face cream (O/W), only mineral UV filters
2. Kids sunscreen (W/O), only mineral UV filters
3. Hybrid sunscreen for sports (W/O) combining mineral and synthetic UV filters

With its Neo Heliopan® ZnO range, Symrise is sharing its extensive expertise in sun protection. It provides a product range that combines the advantages of Zinc Oxide with simplified processing and reduced white cast.

### **About Symrise**

*Symrise is a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, pharmaceuticals and producers of nutritional supplements and pet food.*

*Its sales of € 3.8 billion in the 2021 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented by 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 integral part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...*

[www.symrise.com](http://www.symrise.com)

### **Media contacts:**

#### **Bernhard Kott**

Phone: +49 55 31 90-17 21

Email: [bernhard.kott@symrise.com](mailto:bernhard.kott@symrise.com)

#### **Christina Witter**

Phone: +49 55 31 90-21 82

Email: [christina.witter@symrise.com](mailto:christina.witter@symrise.com)

### **Social media:**

[twitter.com/symriseag](https://twitter.com/symriseag)

[youtube.com/agsymrise](https://youtube.com/agsymrise)

[instagram.com/symriseag](https://instagram.com/symriseag)

[instagram.com/symrise.ci](https://instagram.com/symrise.ci)

[linkedin.com/company/Symrise](https://linkedin.com/company/Symrise)

[xing.com/companies/symrise](https://xing.com/companies/symrise)

[instagram.com/finefragrancelstories\\_bySymrise](https://instagram.com/finefragrancelstories_bySymrise)

Blog: <https://alwaysinspiringmore.com>