

Press release

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Symrise Cosmetic Ingredients launches brand accelerator to drive innovation called ‘Beauty Activations’

- Initiative to strategically partner with beauty brands in North America
- Strong focus on activating and elevating brands’ product innovation

Symrise Cosmetic Ingredients is launching a brand accelerator initiative called ‘Beauty Activations’ designed to partner with beauty brands in North America. The initiative will allow brands to activate their product innovation. By partnering with Symrise through the Beauty Activations platform, brands will gain access to in-depth marketing insights, custom formulations, and an award-winning portfolio of ingredients.

Beauty Activations enhances the innovation pipeline of customers with brand tailored products. Symrise develops them from ideation to creation to support long-term success. It engages customers from the beginning with its speed to market approach and experience in custom concept development, market analysis and technical expertise. This has proven itself to elevate product development approaches with market ready solutions.

Timothy Kenny, President of Cosmetic Ingredients North America at Symrise explains: “As one of world’s top ten most sustainable companies, we at Symrise propel beauty brands to the next level with our extensive expertise and comprehensive cosmetic ingredients portfolio. By partnering with beauty brands, we aim to support and develop their product lines with clean, conscious, modern, and sustainable solutions.”

A bespoke approach to elevate beauty brands

Symrise has created an approach that builds on three major pillars. The first pillar, Hero Ingredients, forms the core focus by bringing forward award-winning ingredients to activate brand innovation. Together with its customers, Symrise develops the next generation of products complete with modern preservation solutions. Secondly, the Speed to Market pillar focuses on the acceleration of formulation and development of market ready solutions. Optimizing the product development cycle reduces complexity. Lastly, the third pillar relates to marketing and trend expertise. It entails in-depth category and trend intelligence to support product launches of customers. Symrise leads the market, brand and category analysis and supports the development of a custom concept that explores current trends.

Driving product innovation for the future

“This three tier-concept emphasizes our position as a recognized global leader in the personal care space. Symrise Cosmetic Ingredients possesses a unique global network of expertise. This includes formulation labs around the world, 360-degree marketing resources, consumer insights, and technical expertise to drive innovation”, says Michele Robertson, Director Product Innovation, Cosmetic Ingredients Symrise.

Customers and interested stakeholder can learn more about how ‘Beauty Activations’ can support brand innovation by visiting the newly launched [website](#).

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

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