

## Press release

Holzminden, Germany, September 27, 2022

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# Symrise presents powerful UV filter Neo Heliopan<sup>®</sup> EHT

- Expands sun protection filter product portfolio
- UVB absorber particularly well suited for different sun care applications

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**With Neo Heliopan<sup>®</sup> EHT, Symrise is taking the next step in the modernization of its product portfolio. The Holzminden company already markets a line of synthetic sun protection filters under the Neo Heliopan<sup>®</sup> umbrella brand. Now the specialists for cosmetic ingredients are expanding their range by an additional organic UV filter. High-performance UVB absorber Neo Heliopan<sup>®</sup> EHT works particularly well in sunscreen products with a high sun protection factor, as well as in water-resistant products.**

With its expanded modern UV filter portfolio, Symrise is reacting to consumers' current demands for effective, safe and modern sun protection products. The waning acceptance of traditional UV filters on the consumer side combined with regulatory requirements are prompting Symrise to balance its market strategy between these two poles.

“With Neo Heliopan<sup>®</sup> EHT, we are launching an organic UV filter that addresses changed user demands,” says Marek Busch, Junior Product Manager at Symrise. It can increase the sun protection factor in virtually every type of cosmetic products from day creams to beach care applications.”

Thanks to its good solubility in polar oils, Neo Heliopan<sup>®</sup> EHT formulators can easily incorporate the ingredient into the oil phase of sun protection formulations. It works in practically all cosmetic product types, also in waterless systems. It works well in combination with other organic UV filters and also in synergy with mineral UV filters like Zinc Oxide.

Neo Heliopan<sup>®</sup> EHT also works well with all skin types and skin tones – including and in particular for the manufacture of cosmetics specially formulated for sensitive skin. The new UVB absorber can also go into products for daily care and for the sensitive skin of children.

### **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 ...*

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