

Press release

Holzminden, April 21, 2023

Symrise awarded with PCHi Fountain Award for innovative anti-dandruff ingredient

- Crinipan® PMC green meets high standards of established anti-dandruff ingredients
- Multi-use application thanks to its liquid form made exclusively of natural ingredients
- Fulfills consumer demands for environmentally friendly, effective products

Symrise belongs to the winners of the PCHi Fountain Awards, an innovation prize for personal care products and cosmetics technology that the global cosmetics raw materials industry highly respects. The green anti-dandruff ingredient Crinipan® PMC green impressed the top-class jury of the “Hair Care/Scalp Care Ingredient” category. Its proven efficacy makes the scalp healthier and meets consumer expectations concerning naturally derived ingredients.

Symrise achieves a coup with the product innovation Crinipan® PMC green at the PCHi Fountain Awards in China and secures one of a total of 14 trophies. The prizes were awarded in the southern Chinese city of Guangzhou.

Crinipan® PMC green represents the virtually first new anti-dandruff ingredient introduced to the market for nearly ten years. Until now, the main three anti-dandruff ingredients – zinc pyrithione, climbazole and piroctone olamine – have dominated the market. With Crinipan® PMC green, Symrise scientists were able to develop the first micro-activated natural derived anti-dandruff ingredient that has the same efficacy as the established substances climbazole and piroctone olamine.

“We feel very excited about the award for our innovative mode of action. Crinipan® PMC green tricks the fungus responsible for dandruff. Its chemical structure resembles that of sebum, a fat-soluble substance. The Malassezia lipases cleave the molecules to then release the actual ingredient, which in turn reduces the build-up of dandruff,” explains Laura Meunier, Global Product Manager at Symrise.

Proven efficacy, natural ingredients, easy biodegradation

Crinipan® PMC green entirely consists of nature-based ingredients (N.O.I. 1 according to ISO 16128). It thus perfectly fulfills consumer demands for environmentally friendly, effective cosmetic care products. This innovative mode of action impressed the 18-person jury in China. With the award, they recognized Symrise as a market leader with both established and new generation anti-dandruff control ingredients in its portfolio.

About Symrise: Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

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Its sales of approximately € 4.6 billion in the 2022 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in 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 indispensable 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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