

Press release

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Symrise introduces Crinipan® PO Plus, an optimized liquid solution for effective dandruff control

- Improved solubility with no heating required for incorporation
- Synergistic combination of ingredients for improved efficacy
- Global regulatory compliance (China included)

Symrise announces the launch of Crinipan® PO Plus. The versatile and easy-to-handle solution is designed to protect the scalp from dandruff and oiliness. Suitable for a wide range of hair and scalp care products, Crinipan® PO Plus combines established and modern ingredients. As such, it joins Symrise's leading portfolio of efficacious solutions for dandruff control.

By combining the renowned anti-dandruff agent piroctone olamine with modern ingredients such as decylene glycol and 1,2-hexanediol, Crinipan® PO Plus takes a novel, multi-ingredient approach to dandruff control. The product is targeting *Malassezia* and thus helping to reduce dandruff on the scalp and consequently also redness. This results from its efficacy against *Staphylococcus aureus*, also contributing to a reduction of sebum.

Formulators can easily handle and use Symrise's innovative liquid solution, with no heating required to incorporate it into formulations. This sets it apart from piroctone olamine, which comes in a powder format. Crinipan® PO Plus works well in clear liquid and solid shampoos, serums, and rinse-off and leave-on conditioners. This makes it ideal for responding to market trends in dandruff control. With its improved solubility, synergistic combination of ingredients, and compliance with global regulations (including China), the product provides diverse benefits to customers and consumers around the world. Various production sites around the world ensure its global availability.

"We feel delighted to introduce this ready-to-use, effective solution for hair and scalp care formulators," says Laura Meunier, Global Product Manager at Symrise. "Crinipan® PO Plus makes it easy for manufacturers to deliver confidence to consumers through a cleaner scalp. We are further strengthening our anti-dandruff offering. Also, we are demonstrating our innovative approach to helping tackle the challenges our customers face in today's fast-moving industry".

About Symrise:

Symrise is a global supplier of fragrances and flavors, cosmetic active ingredients as well as functional ingredients. Its customers include perfume, cosmetics, food and beverage manufacturers, the pharmaceutical industry and producers of dietary supplements and pet food.

With sales of around €5.0 billion in the 2024 financial year, the company is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 locations in Europe, Africa and the Middle East, Asia, the USA, and Latin America.

Together with its customers, Symrise develops new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.

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