

Press Release

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Holzminden (Germany), June 05, 2025

Sustainable innovation: Symrise wins the Embrace Natura Award with the cosmetic ingredient Hydrolite® 5 green

- Recognition by one of the three most sustainable companies in the world according to GlobeScan¹
 - Acknowledges innovation and sustainable leadership of cosmetic ingredient Hydrolite® 5 green
 - Highlights carbon footprint reduction, energy-efficient production, and advanced green chemistry and upcycling of side streams
 - Strengthens Symrise's position as a leader in sustainable cosmetics and reinforces Gold status in the Regenerative Alliance Program
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Symrise has received the prestigious Embrace Natura Award in the Commitment to Life category in the presence of João Paulo Ferreira, CEO of Natura. This accolade recognizes Symrise's outstanding achievement in sustainable innovation. Specifically, it mentions the groundbreaking cosmetic ingredient, Hydrolite® 5 green. It gets derived from 3 certified natural byproducts - sugarcane bagasse, corncobs and wood pulp - in an innovative upcycling process. This acknowledgment prepares the ground for further aligning on the shared vision for regenerative innovation and responsible sourcing with Natura.

The Embrace Natura Award for Symrise's leadership in sustainable cosmetics with Hydrolite® 5 green embodies a significant industry recognition by one of the three most sustainable companies globally (source GlobeScan). "This award celebrates our leadership in sustainable innovation and also strengthens our position as a unique company of reference and reinforces our Gold status in the Regenerative Alliance Program", says Josy Hatada, Vice President LATAM Cosmetic Ingredients. The innovative ingredient exemplifies Symrise's commitment to responsible innovation by transforming agricultural side streams into high-value, multifunctional ingredients.

¹<https://globescan.com/2024/07/31/insight-of-the-week-top-recognized-sustainability-leaders-by-region/#:~:text=Natura%20&Co%20dominates%20the%20sustainability,place%20ranking%20in%20this%20region.>

According to the jury, Hydrolite® 5 green stands out for its substantial environmental benefits. Developed in a solvent-free, patented process, it contributes significantly to carbon footprint reduction by avoiding over 202 tons of CO₂ emissions annually. The energy-efficient production process requires no heating or cooling, lowering energy consumption.

"This award underscores our dedication to sustainability and innovation," said Penelope Uiehara, Global Account Director for Fine Fragrance. "At Natura, all decisions regarding new products are guided by the triple bottom line—considering social, environmental, and economic impacts—with carbon reduction being a priority throughout the entire innovation pipeline. Hydrolite® 5 green stands as a clear testament to our shared commitment to advancing green chemistry principles and upcycling agricultural by-products into premium, sustainable ingredients."

"As ONE Symrise team, we feel honored by this recognition," added Josy Hatada. "Our strategic partnership with Natura has been instrumental in aligning our projects with Natura's sustainability vision. In particular, we appreciated the exchange with João Paulo Ferreira, CEO of Natura. We look forward to igniting future conversations around our Amazon 360 platform to leverage by-products from Tukumã, Açaí, and Murumuru. In this way, we can advance our shared vision for regenerative innovation and responsible sourcing."

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.

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, as well as in North 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.

Symrise – always inspiring more...

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