

## Press Release

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Holzminden (Germany), June 12, 2025

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### Symrise AG introduces Neo Heliopan® 310 UVB filter for powerful and convenient sun protection

- Organic crystalline UVB filter with superior absorption capacity and excellent solubility
  - Highly compatible with other cosmetic ingredients, suitable for a range of applications
  - New addition to Symrise's leading portfolio of UV filters, in line with consumer demand
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**Symrise launches Neo Heliopan® 310, a powerful UVB filter with an excellent solubilization profile. The substance is highly compatible with other cosmetic ingredients. It thus helps customers achieve high sun protection factors (SPFs) in a range of applications. This includes sunscreen, anti-aging, and anti-wrinkle products, serums, and lotions. Also, the UVB filter is approved for use at up to 10% in sun care and skin care products in the EU, Mercosur, ASEAN, and China.**

The organic crystalline UVB filter Neo Heliopan® 310 (INCI: Diethylhexyl Butamido Triazone) comes with superior absorption capacity. It reaches an absorption peak of 310 nm due to its three chromophore groups. As one of the most photostable UVB filters on the market it also offers a very good safety profile and provides photoaging prevention properties. Its reliable performance and its excellent solubility make it ideal for water-resistant sunscreens and water-free formulations as well as typical emulsions.

Symrise's leading range of UV filters entails a complete portfolio of organic, inorganic, and mineral solutions. The launch of Neo Heliopan® 310 further expands this offering. It provides customers with a convenient, effective, and efficient solution for sun protection management, aligned with consumer expectations.

"Sun protection becomes increasingly important for consumers around the world," says Julio Bombonati, Global Category Director Sun Protection at Symrise. "At Symrise Cosmetic Ingredients, we strive for continuously enhancing our UV filter portfolio with solutions like Neo Heliopan® 310. Our product is giving answers to regulatory requirements known from traditional UV filters and it also provides strong UV protection and photoaging prevention. Thus, our offering fulfills the needs of customers and consumers alike."

#### **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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