

Press release

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Holzminden, June 30, 2025

Symrise introduces SymLash® XTreme for enhanced eyelash density and holistic eye beauty care

- Scientifically proven to significantly enhance eyelash density with visible results in two weeks
 - Patented lipopeptide-troxerutin formula provides additional follicle protection
 - Ready-to-use liquid format enables easy formulation in a variety of cosmetic products
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Symrise announces the launch of SymLash® XTreme. It is thus improving its leading and trusted eyelash enhancement technology and continuing to set standards. The patented SymLash® XTreme is made of a redesigned lipopeptide with troxerutin. It noticeably enhances eyelash density in two weeks, while also protecting eyelash follicles. Its ready-to-use liquid format makes it easy to formulate into a variety of eye cosmetics.

Inspired by the market trend favoring multi-target approaches to eye beauty care, Symrise is adding this novel solution to its specialized portfolio of cosmetic ingredients for eyelash and brow care. SymLash® XTreme combines a lipopeptide with the well-known blood microcirculation agent troxerutin.

This unique combination provides a complete set of benefits for consumers. SymLash® XTreme improves eyelash density with noticeable results in two weeks and up to 35% density increase after six weeks. Keratinocyte stimulation and follicle protection elevate the overall appearance of eyelashes and lead to these results.

Thanks to its liquid format with good water solubility, SymLash® XTreme is easy to handle and formulate. It is suitable for use in a variety of cosmetics, including eyeliners, eyelash serums, eyebrow mascaras and liners.

“With SymLash® XTreme, we’re taking a comprehensive approach to eyelash care – enabling our customers to offer enhanced eyelash density and follicle protection, both efficiently and cost-effectively,” says Marcia Paula, Global Category Director Hair Care at Symrise. “With our strong track record in lipopeptides, SymLash® XTreme aims at helping our customers to meet the growing consumer demand for natural eyelash fullness more easily than ever.”

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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