

## Press release

Holzminden, March 17, 2026

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# Symrise establishes a new Care & Wellness Division

- Segment Scent & Care addresses consumer shift towards topical and ingestible solutions for everyday health, wellbeing, and beauty, always looking for a healthier longevity
  - Integrated expertise in cosmetic ingredients, health actives, and biotics for science-backed solutions
  - Accelerates ingredient innovation, collaboration and sustainable growth through scientific excellence
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**Symrise AG today announced the establishment of its new Care & Wellness Division, a decisive step to meet accelerating global demand for products that support health, wellbeing and beauty across everyday life. Part of the Scent & Care segment, the Division brings together Symrise’s expertise in cosmetic ingredients, health actives and biotics, following the acquisition of Probi in 2025, to provide customers with a fully integrated health and beauty portfolio. This approach helps customers respond to fast-moving consumer expectations with science-based, high-performing solutions for topical, ingestible, and inside and outside beauty concepts.**

By uniting these capabilities, Symrise strengthens its position at the intersection of science, demonstrated claims, and consumer demand for longer and healthier lives, translating its purpose-driven strategy into action: “We innovate in health, wellbeing and beauty, for the entire family’s everyday life.”

### **A strategic evolution for a new era of “connected care”**

Consumers increasingly seek care solutions that deliver credible efficacy and meaningful sensorial moments whether applied topically, taken orally or experienced through holistic routines. Care is becoming more integrated, touching how people look, feel and support their wellbeing throughout the day. For customers, this creates a growing need for complete, market-ready concepts that connect scientific performance with lifestyle relevance.

With the Care & Wellness Division, Symrise shifts from category-based offerings toward a connected care approach. The Division aligns five business units to unlock synergies, improve speed-to-market and amplify innovation across beauty, personal care, biotics, supplements and pet health. It creates new opportunities to shape topical, ingestible and inside-out beauty solutions rooted in efficacy, sensorial expertise and scientific depth.

“Establishing Care & Wellness is a natural next step in our evolution,” said Dr. Jean-Yves Parisot, CEO of Symrise. “By bringing together our capabilities in cosmetic ingredients and health solutions, we are delivering integrated innovations that help our customers shape the future of care, to support consumers pursuing healthier longevity. This Division reinforces our commitment to scientific excellence, sustainable growth and long-term value creation.”

### **Bringing ‘harmony’ to science and experience**

By uniting beauty and health, Care & Wellness aims to translate advanced science into solutions that support everyday balance. From skin health to gut microbiome, providing support

for holistic wellbeing, the Division focuses on innovations that connect measurable efficacy with meaningful consumer experiences. Through this integrated approach, Symrise enables customers to deliver solutions that bring science to life in daily routines.

Leveraging Symrise's global R&D community, manufacturing footprint and long-standing customer partnerships, the Division accelerates innovations that advance health, wellness and beauty worldwide.

### **A Division to inspire the future of care**

“The creation of the Care & Wellness Division reflects how care is evolving across industries,” said Timothy Kenny, President, Care & Wellness Division. “Consumers are no longer thinking in single categories, they expect solutions that support beauty, health and wellbeing together. By uniting our capabilities, we can support our customers in developing innovative concepts that deliver both proven efficacy and meaningful consumer experiences.”

### **About Symrise**

*Symrise is a global supplier of flavors and fragrances, cosmetic basic and 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 €4.9 billion in the 2025 financial year, the company is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 branches in Europe, Africa and the Middle East, Asia, North and Latin America.*

*Together with its customers, Symrise develops new ideas and marketable concepts for products that have become an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.*

*Symrise – always inspiring more. For more information, visit [www.symrise.com](http://www.symrise.com)*

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