

Press release

Holzminden, April 7, 2026

Symrise launches Mindera® Euca bringing plant-based product protection to rinse-off formulations

- Gives formulators 100% plant-based, enhanced product protection with a rich sensorial signature
- Helps brands answer clean beauty and wellness trends in rinse-off personal care, delivering strong performance and safety
- Builds on Symrise's patented Mindera® platform, which now supports product protection across all personal care categories
- This new cosmetic ingredient joins the portfolio of Symrise's holistic Care & Wellness Division

Symrise adds Mindera® Euca to its Mindera® platform, extending its patented, plant-based product protection technology to rinse-off applications, within the Care & Wellness portfolio. After opening a new chapter for leave-on formulations in 2025, with the [Mindera® product protection toolbox](#), Symrise now helps brands elevate everyday rinse-off cleansing routines into wellness-focused rituals. The Mindera® platform offers a natural shield for personal care formulations by delivering superior, multifunctional broad-spectrum activity across all product categories.

As a 100% plant-based multifunctional, Mindera® Euca (INCI: Piperitone*) reliably upgrades rinse-off formulations. It boosts foam quality and volume and helps create a dense, rich foam, including in sulphate-free systems. Formulators can also build appealing textures by enhancing viscosity and improving the sensorial experience. In parallel, Mindera® Euca supports robust product protection across a broad pH range, so brands can deliver confident everyday performance.

“Consumers want rinse-off routines that feel great and fit busy lives,” says Advika Juliet, Global Product Manager, Product Protection. “Sensorial performance plays a key role, especially with consumers increasingly looking for restorative, wellness-led experiences in their personal care routines. As people continue to seek natural, responsible solutions, Mindera® Euca can support rinse-off formulators to address these demands. Our innovative Mindera® technology offers customers natural, high-performing solutions, opening opportunities for brands in all product categories.”

Symrise leads product protection innovation for cosmetics and personal care. Mindera® Euca joins four other multifunctional ingredients in the Mindera® platform, supported by a strong patent portfolio. The platform relies on 100% plant-based ingredients and uses scientifically proven natural ingredients, helping customers deliver safety, performance, and a premium consumer experience.

Visitors can experience Mindera® Euca firsthand at in-cosmetics Global 2026, taking place on April 14-16 in Paris. Symrise will present the ingredient and its advanced cosmetic ingredients portfolio of its Care & Wellness Division at Stand 3E10.

*INCI registration in progress.

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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 €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 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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