

Evonik introduces VARISOFT® EQ 100– The high performance liquid conditioning agent with improved sustainability profile

- The 100% active ingredient provides superior manageability, lubricity and softness to the hair
- Its sustainability profile supports a more environmentally conscious approach in the cosmetic industry

In most cultures around the world, consumers are looking for effective hair conditioning as a tool to maintain attractive and healthy hair. Increasingly, the global trend is to request excellent performance without compromising the environment.

Responding to these demands, Evonik, a global leader in the cosmetic ingredients market, is now launching VARISOFT®EQ 100 (INCI proposed: Quaternium-98), a novel premium hair conditioning agent with exceptional performance and pronounced sustainability features.

The 100% active esterquat provides superior manageability, lubricity and softness to the hair and outperforms leading market standards in both sensorial evaluations and technical measurements.

The sustainability profile of VARISOFT® EQ 100, including its ready biodegradability, lower ecotox compared to common benchmark, cold-processability, and its primarily renewable, none palm-based feedstock, is supporting a more environmentally conscious approach in the cosmetic industry. Furthermore, VARISOFT® EQ 100 is a solvent-free and non-flammable liquid with reduced risk during transport or production, and, increased flexibility during processing.

VARISOFT® EQ 100 is suitable for a broad range of application formats in the hair care market, including conditioning rinses, hair conditioning sprays and treatments, conditioning shampoos, styling products as well as hair dyes.

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With VARISOFT® EQ 100 Evonik introduces a high performance hair conditioning agent which helps to balance the consumers' desire for a beautiful appearance with the necessity to improve the sustainability profile of the hair care industry.

Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik's corporate strategy. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Evonik benefits specifically from its innovative prowess and integrated technology platforms.

Evonik is active in over 100 countries around the world. In fiscal 2013 more than 33,500 employees generated sales of around €12.7 billion and an operating profit (adjusted EBITDA) of about €2.0 billion.

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