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The Road to Reformulation

Lanxess Corporation

www.lanxess.com

PRODUCT/SERVICE BACKGROUND INFORMATION

Reformulation of established products often brings a variety of challenges to formulators, microbiologists, and quality departments. Reformulation efforts are often driven by changes in consumer preference, regulations, supply issues, or cost reduction initiatives, and many complexities are involved with the substitution of ingredients. It is vital to ensure the current product performance, aesthetics, and stable shelf life are maintained in the reformulated product.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

LANXESS offers a wide portfolio of ingredients for cosmetics and personal care industries. Additionally, LANXESS applications development laboratories offer the technical expertise and advanced laboratory capabilities to make the road to reformulation a little less bumpy.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

LANXESS preservation solutions provide the formulator with options to safely and effectively create personal care products that meet the most demanding needs of today's consumers.

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