

Press Release



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New film former for long-lasting, natural makeup

Second product made primarily of natural ingredients

More and more consumers are demanding products that not only make them look great, but are sustainable as well. This poses a challenge for makeup manufacturers: their formulations need to last all day long, while also containing a large percentage of plant-based ingredients. The new film former [Baycusan® eco E 1001](#) from [Covestro](#) fulfills both of these demands, while helping cosmetics manufacturers increase acceptance of their products.

“With this development, we are reacting to a growing environmental awareness among consumers. We are also helping improve sustainability for our customers,” says Mélanie Dick, Global Marketing Manager for cosmetics. “The project is also part of a strategic program under which Covestro intends to focus completely on the circular economy. One of our key focus areas is using alternative raw materials like biomass in our production.”

Naturally produced film formers with beneficial properties

Baycusan® eco E 1001 is part of a new product line of polyurethane ingredients based at least 50 percent on renewable raw materials. It fulfills the requirements for natural origin materials in accordance with ISO standard 16128. This partially bio-based film former helps prevent undesirable effects like smearing or discoloration in natural make-up formulations. In addition, it maintains the advantageous properties of synthetic film formers, such as water and abrasion-resistance and transfer-resistance, as provided by traditional makeup formulations.

Covestro presented the first product in its new eco series, Baycusan® eco E 1000 (INCI: Polyurethane-93), in April of last year at the in-cosmetics global exhibition in Paris. It was developed to fulfill all the requirements of a modern,



high-performing hair styling product. It offers outstanding flexibility and moisture-resistance compared to synthetic standards, as well as good hold.

This product also has advantages over other natural film formers, particularly when styling hair with hot devices like flat irons or curlers. While most natural hair products like xanthan gum have poor thermal stability, Baycusan® eco E 1000 can withstand temperatures up to 300 °C, providing protection against heat and frizz, as well as offering flexible styling without any residue.

About Covestro:

With sales of EUR 12.4 billion in 2019, Covestro is among the world's largest polymer companies. Business activities are focused on the manufacture of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life. The main industries served are the automotive, construction, wood processing and furniture, and electrical and electronics industries. Other sectors include sports and leisure, cosmetics, healthcare and the chemical industry itself. Covestro has 30 production sites worldwide and employs approximately 17,200 people (calculated as full-time equivalents) as of the end of 2019.

Forward-looking statements

This press release may contain forward-looking statements based on current assumptions and forecasts made by Covestro AG. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Covestro's public reports. These reports are available at www.covestro.com. The company assumes no liability whatsoever to update these forward-looking statements or to make them conform to future events or developments.