

Lonza Inc.  
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[www.lonza.com](http://www.lonza.com)

## Press Release

### **Lonza to Address Global Trends in Skin Care and Evolving Facial Wipe Market at World of Wipes® Conference**

- Presenter Vito Cataldo to encourage producers to “think outside the box” when creating innovative facial wipes

**Allendale, NJ (USA), 6 June 2016** – Consumer wipes can offer multi-functional benefits in skin care – beyond make-up removal – and wipes producers should “think outside the box” to respond to evolving facial care trends such as the management of visible effects of aging and environmental aggressors. These will be just some of the takeaways from Vito Cataldo, Lonza’s North America Marketing Manager for Personal Care, when he presents “Global Trends in Skin Care and How the Facial Wipe Market is Evolving” at WoW, the World of Wipes® International Conference, 7-10 June in Chicago.

Cataldo will explain that while the global skin care market continues to grow at around 6%, the facial cleansing wipe market is booming, with about 10% projected annual growth over the next several years.\*

“Consumers are looking to the facial wipe market to provide them with multiple benefits and to supplement or replace their skin care regimens,” Cataldo will point out. “The multifunctional claims being made in facial wipes mirror some of the claims seen in the skin care market. By being aware of global skin care trends, we can begin to predict what the next generation of wipes may look like.”

Cataldo will discuss how these global skin care trends, which are not currently addressed in the wipes market, provide opportunities for innovation and responding to consumer concerns, such as the following:

- Management of visible effects of aging – through mitigating the appearance of wrinkles and hyperpigmentation, and firming/sculpting
- Environmental aggressors – products that help mitigate the visible effects of environmental aggressors such as UV rays and air pollutants
- Customization – enabling consumers to design or personalize aspects of their product
- Products which are naturally derived
- Appearance consciousness – pressure to look one’s best

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Cataldo will outline potential innovations and applications for wipes to deliver skin care benefits that respond to these trends. For example, companies may consider wipes managing the visible effects of ageing with different focuses for different age groups, to respond to evolving needs over time. Or, they may generate “on-the-go” facial wipes with UV protection, anti-oxidants and film formers that can protect a consumer’s skin when he or she is about to spend time outside.

Driven by the philosophy, **“Inspire the Formulator... Excite the Consumer...™”** and with expertise in skin care and chassis ingredients, the Lonza personal care business is uniquely positioned to help manufacturers create new and innovative facial wipes.

Cataldo will also discuss Lonza’s response to these market trends: “In addition to understanding customer needs, we understand skin physiology, formulation, and ingredients that might improve efficacy. That’s why we encourage the wipes industry to partner with skin care experts to help build their evolving next generation facial wipes.”

The World of Wipes International Conference will take place at the Sheraton Grand Hotel. Mr. Cataldo will present in the Connecting Consumers seminar at 2 pm on Thursday, 9 June.

### **About Lonza Consumer Care – Personal Care**

Lonza Consumer Care has long been the world’s leading supplier of active antidandruff agents, with its Zinc Omadine® product considered the gold standard in the antidandruff shampoo market. Lonza Consumer Care also supplies a wide array of other hair and skin care products, including biotechnology-derived active ingredients, natural and organic preservatives and other products, proteins, emollients, delivery systems and more.

### **About Lonza**

Lonza is one of the world’s leading and most-trusted suppliers to the pharmaceutical, biotech and specialty ingredients markets. We harness science and technology to create products that support safer and healthier living and that enhance the overall quality of life.

Not only are we a custom manufacturer and developer, Lonza also offers services and products ranging from active pharmaceutical ingredients and stem-cell therapies to drinking water sanitizers, from the vitamin B3 compounds and organic personal care ingredients to agricultural products, and from industrial preservatives to microbial control solutions that combat dangerous viruses, bacteria and other pathogens.

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Founded in 1897 in the Swiss Alps, Lonza today is a well-respected global company with more than 40 major manufacturing and R&D facilities and approximately 9,800 full-time employees worldwide. The company generated sales of CHF 3.8 billion in 2015 and is organized into two market-focused segments: Pharma&Biotech and Specialty Ingredients. Further information can be found at [www.lonza.com](http://www.lonza.com).

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\*Source: Canadian Consumer Market Data Analytics 2015