



BUSINESS PLAN 2024

PERSONAL CARE



FOCUS ITEMS

HEXYLENE GLYCOL

Emollient ideal for bi and tri-phasic systems, for use in micellar waters and makeup removers.

Focus markets: micellar waters as it prevents the clouding of the micellar water and in makeup removers.

Augeo® CLEAN MULTI:

Renewable source solvent produced from vegetable glycerin and developed in Brazil with a focus on sustainability and high performance.

It is a competitive alternative to petrochemical-based raw materials with excellent performance and high solubility power in various applications. Focus market: fragrance houses, sustainable alternative to Dipropylene Glycol, compatible in aqueous and oily media, however, it has to work with pH > 7.0, otherwise the product degrades.

TOOLS:

PRESENTATIONS:

- Air Care & Smart Fragrance
- Augeo e HGL Solvay Coatis
- Rhodia - HGL in Makeup Removal
- Rhodia Value Matrix

PROTOTYPES:

- 1. Micellar Water with 10% HGL Code SKC 1.050220.ctd
- 2. Room Fragrance with 80% Augeo Code HH 3.250423.ctd

SALES TEAM FOCUS

- Makeup Removers (HGL)
- Room Fragrances (Augeo® Clean Multi)
- Wet Wipes (HGL)