

INNOVATION
in every drop.

CRODA | Beauty
SMART SCIENCE TO IMPROVE LIVES™

In-cosmetics 2026 Focus Product List

Discover the future of beauty innovation with Croda Beauty at this year's in-cosmetics Global. From next-generation actives to high-performance hair and sun care solutions, we invite you to explore how science, sustainability, and sensorial excellence come together to create meaningful beauty experiences.

Join us on stand 3F50 to uncover breakthrough technologies, connect with our experts, and experience formulations designed to inspire your next product launch.

Discover our new launches during In-cosmetics!

Join the new era for Matrixyl®

#MatrixylLovers, this one is for you! Croda Beauty Actives will unveil the latest innovation in the iconic Matrixyl® range. Backed by 35 years of peptide expertise and advanced delivery engineering, this next generation raises the benchmark once again, making it smarter, faster, and more powerful than ever. Matrixyl® just got better, and so will your skin!

Discover the next iconic active in luxury skincare

Be among the first to discover our newest exceptional active ingredient, an innovation that redefines modern luxury in skincare. This next-generation botanical active enhances facial attractiveness, supports naturally fuller contours, and restores youthful harmony so skin appears smoother, more radiant, and subtly sculpted, revealing beauty in its most refined form.

Unveiling our new pourable liquid surfactant

We recently launched Adinol™ CT30 DS, a high active, easy-to-handle and pourable liquid surfactant. Readily biodegradable*, vegan suitable**, our new surfactant creates transparent cleansing products that are mild on skin and scalp. Developed to meet the need for mild, effective and easy to use ingredients, Adinol CT30 DS is a cold processable, anionic, taurate surfactant that produces a luxurious lather to gently cleanse the skin and hair.

*Sodium Methyl Cocoyl Taurate - OECD 301B (Croda Party to data for purpose of an EU-REACH registration), Potassium Sorbate data is publicly available via ECHA.

**Can be considered to be generally suitable for vegan; however, as there is no single agreed definition nor a standard, global certification, if you are interested in making a vegan claim, please request our Vegan Suitability statement for specifics on this product, and compare to the certification(s) you are seeking to meet.

Our favourite ingredients, now with new data

KeraBio™ K31 offers a whole new story to write together

Discover the power of KeraBio™ K31, our benchmark biomimetic hair repair ingredient. Developed using synthetic biology, this keratin-identical bond builder delivers visible repair from just 0.05% active, restoring hair strength at the molecular level.

The SpingoCare™ Range – our must-have ceramides

This range of biotechnology-derived ceramides is adapted for every need of the skin. Recent studies have tailored them to answer current trends like geoskincare, sensitive skin, hair skinification and biomimicry. Designed for skin, body, hair and scalp in leave-on and rinse-off formats, any performing formulation needs the benefits of DS-Ceramide Y3S™, Spingo'HAIR™ Drypure™, DS-CERAmixV™ and DS-HydroCeramide50™ and 50S™.

Crodabond™ CSN: new performance data for hair and photoprotection

To be completed.

Go beyond emulsification to boost UV protection with NatraGem E

Our NatraGem E range of 100% natural, vegan suitable and PEG-free oil-in-water emulsifiers with advanced emulsification offer versatility in the creation of viscosities and the ability to tailor sensory experiences. Now proven to go beyond emulsification to boost UV protection across the spectrum.

Performance and inspiration with the Heliami™ range

Our Heliami range of liposoluble botanicals returns with exciting fresh developments! Building on its successful launch, it now features new hair performance data and six additional products. Rooted in the synergy of organic French sunflower oil and carefully selected botanicals, Heliami continues to bring together formulation performance, and compelling, on trend storytelling.

Enhance fragrance in hair care with HydroAvena HpO

To be completed

Our latest development projects for future-proof formulations

Our range of PEG-free emulsifiers

To be completed

The power of natural oils and esters in esters

Oils play a key role in modern hair care, but not all oils perform the same, and this can be a challenge for formulators to choose the right one. Our latest study reveals how five oils and esters deliver targeted, measurable benefits on hair, including improved combability and shine, increased hydrophobicity, and smoothness and frizz control, even in high humidity. Explore with us the new tests results for Crodamol™ EO, Lipolami™ ER, Avocadin™ HU25, Phytolea™ Baobab EC, and Heliami™ Sea Fennel EC.

SPF Boosting ingredients

Sun care is entering a new era of innovation, where higher SPF, lighter textures and proven performance are no longer optional, but essential. Breakthrough

technologies are transforming UV protection, from high performance film formers and SPF boosting technologies to advanced functional ingredients that optimise efficacy and sensory appeal.

The ingredients you absolutely need for your next projects

Fibrashield™ C – Natural environmental protection for hair

This powerful multi-peptide offers a natural, high-performance solution to ensure hair remains strong and healthy throughout life. Fibrashield™ C fights oxidative stress, protects against environmental aggressors, and promotes hair longevity.

Boost your WOW factor Natrineo™ CR8

A PEG-free, phosphate ester emulsifier that provides the unique ability to create W/O/W emulsions with a single ingredient, for a broad range of applications!

Zenakine™ - a multifunctional ingredient for skin and hair

Bring down stress ageing by improving resilience, the key to skin longevity: Zenakine reduces skin fatigue and reinforces its firmness, vitality and resilience to both physical and emotional stress. It also promotes positive and relaxing emotions, enhances sleep quality, feelings of happiness and self-esteem.

Prolevium™ - a multifunctional ingredient for skin and hair

Prolevium is a versatile plant protein offering benefits to both skin and hair. Acting as a counter-irritant to leave skin softer and soothed, it also provides exceptional frizz control and style retention, to leave hair looking and feeling beautiful.

Make the best of your day with Phytessence™ Green Coffee EC

Discover the dual action of this active designed for wake-up rituals throughout the day: it tones the skin by improving elasticity and reducing signs of fatigue. It activates the release of β -endorphins and encourages positive emotions, for inner harmony and optimal well-being. Perfect for anti-fatigue rituals, providing a positive awakening for skin and mind!

19/03/26PCEMB4217v1EN

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