

## Press Release

Steinhausen, March 2021

### Lipoid Kosmetik – New Substantiated Extract: Water Lily Pro

Lipoid Kosmetik is a leading manufacturer of high-quality botanical extracts, actives and natural phospholipid products for the cosmetic and personal care industry. With a clear insight into our consumers' needs, Lipoid Kosmetik presents the new product Water Lily Pro.

#### Water Lily Pro – Perfect Volume for Urban Hair

Water lilies originate from the water and symbolize beauty, purity and resurrection. This association makes water lilies an ideal starting point to create water-based cosmetic concepts. Water Lily Pro is a natural, COSMOS-approved substantiated extract from water lily roots.

The underwater root systems of water lilies produce a unique set of phytochemicals. Cleansing saponins, anti-oxidative flavonoids, and keratin-enforcing tannins are an ideal combination, perfectly suited for the daily hair care routine. Water Lily Pro shows the following user benefits:

- Hair protection in an urban environment
- Improved hair manageability
- Taming of frizzy hair
- Optimized hair volume & definition

Water lily invokes positive associations. Together with its proven efficacy, Water Lily Pro is a powerful ingredient for hair care applications such as pollution protection, taming and volume optimization.

#### About Lipoid Kosmetik AG

Lipoid Kosmetik is a leading manufacturer of natural raw materials for the cosmetic and personal care industry. High-quality botanical actives and extracts (Lipoid Kosmetik AG, Switzerland) as well as pharma grade natural lecithins and phospholipids (Lipoid GmbH, Germany) are part of our sophisticated portfolio.

As a pioneer in these fields, Lipoid Kosmetik has gained an outstanding reputation in the global cosmetic industry over the last 50 years. This long-standing expertise, in combination with the exceptional quality of our portfolio, enables our customers to develop market innovative, functional and natural cosmetic products meeting the highest standards.

#### Media Contact

Ivana Sesar

Lipoid Kosmetik AG

Sennweidstrasse 44/46

CH – 6312 Steinhausen

[i.sesar@lipoid-kosmetik.com](mailto:i.sesar@lipoid-kosmetik.com)

[www.lipoid-kosmetik.com](http://www.lipoid-kosmetik.com)

## Water Lily Pro – Perfect Volume for Urban Hair

