

## News Release

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### **Merck KGaA, Darmstadt, Germany, invites Cosmetics experts to interactive online event "Live Cosmetics Conference"**

- **March 31 and April 2 with two slots each day**
- **Interactive online conference about cosmetic solutions and trends**
- **Travel-free opportunity to interact with cosmetics experts of Merck KGaA, Darmstadt, Germany**

Darmstadt, Germany, March 27, 2020 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, today announced its "Live Cosmetics Conference" in a digital format. The interactive event covering both effect and care solutions topics will be held exclusively online on Tuesday, March 31, and Thursday, April 2. The agenda offers two time slots each day (at 07:00 and 15:00 Central European Time) for cosmetics experts to participate independent of their respective time zone and to be among the first to hear from the international specialists of Merck KGaA, Darmstadt, Germany, about new product launches, inspirational beauty concepts and emerging trends.

"We are excited to offer the cosmetics industry a web-based platform where participants can experience the wealth of our offering, learn about the latest trends and industry topics, and interact online with our experts – all in the comfort and safety of their own office or home. The way our Cosmetics team has switched from a comprehensive trade show appearance to a virtual conference really shows that we continue to be there for our customers in these special times, and that we keep up the dialog with them," says Dorothea Wenzel, Head of Surface Solutions at the Performance Materials business sector of Merck KGaA, Darmstadt, Germany.



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The program will feature two parts. The effect solutions topics cover the RonaStar® Lights Series including the newly presented RonaStar® Dazzling Lights and the Xirona® Color Travel pigments. In addition, the all-new "Color Trend Guide" will be introduced, building on latest trends. Participants can also learn how to ban microplastics from their formulations or how to celebrate skin diversity with the beauty concept of the Cosmetics team at Merck KGaA, Darmstadt, Germany.

The care solutions part of the agenda offers information about the new RonaCare® Balmance product. Sustainability will be the topic when the experts of Merck KGaA, Darmstadt, Germany, present solutions to collectively protect our environment, and the "Skin Loving Rituals" concept that elevates natural beauty will be introduced as well.

Participation is free of charge, but registration is required. In order to guarantee a rewarding interactive online experience, the number of participants is limited. The detailed agenda and the registration page are available [online](#).

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### **About Merck KGaA, Darmstadt, Germany**

Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across healthcare, life science and performance materials. Around 57,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From advancing gene editing technologies and discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2019, Merck KGaA, Darmstadt, Germany, generated sales of € 16.2 billion in 66 countries.

The company holds the global rights to the name and trademark "Merck" internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany operate as EMD Serono in healthcare, MilliporeSigma in life science, and EMD Performance Materials. Since its founding 1668, scientific exploration and responsible entrepreneurship have been key to the company's technological and scientific advances. To this day, the founding family remains the majority owner of the publicly listed company.