

News Release

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Merck KGaA, Darmstadt, Germany, supports Cosmetics customers through second “Live Cosmetics Conference”

- **Interactive online event on June 9 at three different times**
- **Focus on Corona-related topics to help customers adapt to shifting consumer behavior**
- **Based on successful premiere event in March/April**

Darmstadt, Germany, June 3, 2020 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, today announced its second “Live Cosmetics Conference” interactive online event. Based on the successful premiere earlier this year with more than 2,200 customers attending, the second edition will take place on Tuesday, June 9, at three time slots (06:00, 09:00 and 17:00 Central European Standard Time). This way, cosmetics experts from around the world can participate from their office or home at convenient times. The agenda includes Corona-related topics with a special focus on skin care and clearly showcases the support Merck KGaA, Darmstadt, Germany, provides to its customers as they adapt to shifting consumer behavior.

“We slightly adapted and further improved the conference concept based on the very positive feedback from the participants in our first Live Cosmetics Conference. The benefit for attendees will be three-fold: They learn how to adapt to the impact of the pandemic and how the cosmetics consumer market is changing, they can connect with our international specialists, and they will get insights into studies and scientifically based evidence for attractive claims,” says Beate Anniés, Head of Cosmetics at Merck KGaA, Darmstadt, Germany.



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The two-hour program will cover a mix of Care and Effect solution topics. Highlights include MINTEL experts sharing their insights on how the pandemic changes the cosmetics consumer market, a discovery of Merck KGaA, Darmstadt, Germany's "Art of Care" initiative with RonaCare® active ingredients for skin strengthening, protecting and soothing agents, and information about how EMBLICA® supports skin against pollution and ambient light. Clearly addressing the Coronavirus pandemic, one session titled "Washing hands is clean fun" shows cosmetics customers how to add subtle pearlescence or bright shimmer to liquid hand soaps with the special effect pigments of Merck KGaA, Darmstadt, Germany. In addition, the online event lets participants explore the EUSOLEX® T series of inorganic UV filters that are mineral based and ocean- and reef-friendly for sustainable and environmentally friendly products.

"Keeping a close connection to our customers and supporting them is enormously important to us, even more so in difficult times. That is why our Cosmetics team has once again put together relevant content in an attractive digital format. I am convinced that the second Live Cosmetics Conference will help our customers better navigate the current challenges of the cosmetics industry," comments Dorothea Wenzel, Head of Surface Solutions at the Performance Materials business sector of Merck KGaA, Darmstadt, Germany.

Participation in the second edition of the Live Cosmetics Conference is again free of charge. In order to guarantee a rewarding interactive online experience, registration is required and the number of participants is limited. Agenda details and the registration page for the event held in English only 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

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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.