



enhancing one's natural beauty is a universal desire

For many people, their personal care routine includes using a facial sheet mask regularly to soothe, smooth and moisturize their skin. This trend has seen sales at around double the rate of the general skincare market over the past decade, led by the Asia-Pacific region. Numerous formulations are available for varying skin types, with a trend towards the use of natural ingredients.¹

Whatever the objective, not all facial sheet masks are created equal. While many consumers only consider the serum, it is the fibers in the underlying fabric that build the foundation for a beautiful complexion by holding the serum and releasing it when the mask is used. Delivering both quality and attractive results, facial sheet masks made of environmentally responsible premium VEOCELTM Lyocell fibers empower a fine and luxurious beauty regime for the face.



VEOCEL™ - comfort and luxury

The natural smoothness of VEOCEL™ Lyocell fibers brings a fine touch to beauty care products, elevating them with a luxurious feeling².



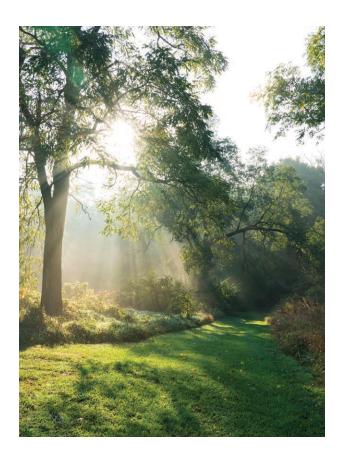
gentle on skin

VEOCEL[™] Lyocell fibers in nonwoven products are gentle on skin, especially for beauty products that come in direct contact with the skin, like facial cleansing wipes.

¹ Morganti P, Morganti G, Chen HD, Gagliardini A (2019) Beauty Mask: Market and Environment. Journal of Clinical and Cosmetic Dermatology 3(2): dx.doi.org/10.16966/2576-2826.141

² The results are based on Lenzing Handfeel Panel on 100% blends in 50gsm with LENZING™ Lyocell Skin fiber family.





consumers want beauty products that keep their promises

Consumers seek out genuine high quality beauty products that fulfill the promise of luxurious comfort and gentleness, and are safe, clean and effective. But while caring for their own beauty, consumers are becoming more aware that the Earth's beauty needs care too. In addition to their personal well-being, they also consider their impact on the environment, and demand environmentally responsible products giving them nature's best. More than one third of skincare consumers are already buying responsibly manufactured products, while an even larger number plan to do so in future 3. These consumers want beauty products manufactured from trustworthy ingredients from responsibly sourced materials, using environmentally responsible processes which do not contribute to pollution.









wood-based fibers

responsible production

fibers

fibers with climate action

3 Ways Brands are Bringing Sustainability to the Beauty Industry, Linkage Research and Consulting Inc., 2018 6-Setape climate ection plan according to ClimatePartner certification: Calculation of GHG emissions, defining OO2 reduction tar implementing reduction measures, financing climate projects, transparent communication. Details can be found at ClimatePartne (Climata, I) bushelise

premium European-made fibers ensure clean and safe beauty products

VEOCEL™ wood-based cellulosic fibers are produced in Europe according to high environmental and production standards. These European-made fibers are a key ingredient in the development and manufacturing of many high-quality premium products.

The fibers are compliant with OEKO-TEX® STANDARD 100 Product class I, including Appendix 6, affirming that the fibers have been tested for numerous regulated and non-regulated harmful substances, and therefore, indicating that the fibers are harmless to human health. VEOCEL™ fibers are awarded with the FKT label "MEDICALLY TESTED – TESTED FOR TOXINS" and have passed FKT's strict body compatibility tests.



premium European-made fibers



clean and safe fibers

 ${\sf VEOCEL^{\sf TM}} \ fibers \ are \ certified \ clean, safe \ and \ for environmental \ excellence \ by \ the \ following \ labels \ and \ for \ environmental \ excellence \ by \ the \ following \ labels \ excellence \ by \ the \ following \ labels \ excellence \ excellence \ labels \ excellence \ exc$



Medically Tested -Tested for Toxins



TANDARD 74

STANDARD 100 by OEKO-TEX® (Appendix 6, product class I)







custom-engineered quality

High-tech production processes and innovative patented ideas enable Lenzing to manufacture custom-engineered VEOCEL™ Lyocell fibers of a premium quality.



Translucency technology

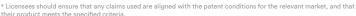
applicable for LENZING™ Lyocell Skin, Fine Skin and Micro Skin fibers

VEOCEL™ Lyocell fibers with the patented Translucency technology are especially designed for facial sheet masks application. Facial sheet mask fabrics promoted for their translucent quality through the usage of these VEOCEL™ branded fibers are protected by Lenzing's patent for translucent nonwoven fabrics made from cellulosic fibers⁶.

Facial sheet masks made with VEOCEL™ Lyocell fibers become translucent when infused with serum, thanks to the Translucency technology. Using these fibers enables producers to offer a unique product addressing consumer expectations for translucency, smoothness, fineness, and comfort, thereby setting them apart from others and conferring a distinctive competitive advantage.

strength and absorbency assure effective performance

Surveys indicate that for many facial sheet mask users, hydration is a key concern⁷; VEOCEL™ Lyocell fibers support this as they absorb and release serum and lotion, distributing it evenly in the mask. Moreover, the strength of VEOCEL™ Lyocell fibers — whether dry or wet — ensures that the mask retains its shape.



Asia Pacific is an innovator in sheet masks, MINTEL Reports, 2017





VEOCEL™ cellulosic fibers for beauty applications help branding partners fulfil promises of performance, quality and environmental responsibility, giving them a competitive advantage. From their natural origin – derived from the natural raw material wood – to responsible production with low environmental impact, to certified biodegradability of the fibers on disposal, VEOCEL™ fibers help producers deliver on consumer demands for more environmentally responsible single-use masks, while contributing to natural circularity*.

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