



**empowering unique
beauty with VEOCEL™**



VEOCEL™ Beauty

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 VEOCEL™ 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.

A woman with dark hair tied back is lying on a grey textured sofa. She has a white facial mask applied to her face, covering her forehead, cheeks, and chin, with small openings for her eyes, nose, and mouth. She is wearing a light pink short-sleeved t-shirt. Her eyes are closed, and her hands are resting on her lap. The background features a wooden console table with various decorative items, including a framed picture, a potted plant, and a small terrarium. The overall atmosphere is calm and relaxing.

gentle fibers,
premium skincare



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



biodegradable
fibers



fibers
with climate actions⁴

³ 3 Ways Brands are Bringing Sustainability to the Beauty Industry, Linkage Research and Consulting Inc., 2018

⁴ 5-step climate action plan according to ClimatePartner certification: Calculation of GHG emissions, defining CO2 reduction targets, implementing reduction measures, financing climate projects, transparent communication. Details can be found at ClimatePartner Climate-ID website.

Note: For more information about our claims, please visit our VEOCEL™ Claims page: <https://www.veocel.com/en/claims>

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

VEOCEL™ fibers are certified clean, safe and for environmental excellence by the following labels



Medically Tested -
Tested for Toxins



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



EU Ecolabel :
AT/016/001
The EU Ecolabel⁵



custom-engineered quality

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

⁵ LENZING™ fibers are certified by the EU Ecolabel for textile products (please refer to the list of products covered by the EU Ecolabel for details). Nonwoven fibers from Lenzing are not certified by the EU Ecolabel for AHP; however, products containing LENZING™ nonwoven fibers may be eligible for such certification.



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.

⁶ Licensees should ensure that any claims used are aligned with the patent conditions for the relevant market, and that their product meets the specified criteria.

⁷ 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*.

* For more information about our claims, please visit our VEOCEL™ Claims page: <https://www.veocel.com/en/claims>

contact for further information

HEAD OFFICE

Lenzing: Lenzing Aktiengesellschaft, Werkstraße 2, 4860 Lenzing, Austria
Tel: +43 7672 7010, Fax: +43 7672 701 3880, E-mail: fibers@lenzing.com

GLOBAL OFFICES

India: Lenzing Fibers India Pvt. Ltd

Srivari Shrimat, 5th Floor (rear side), 1045, Avinashi Road, 641018 Coimbatore, Tamil Nadu, India
Tel: +91 422 4292 800, E-mail: india@lenzing.com

Hong Kong: Lenzing Fibers (Hong Kong) Ltd.

Unit 801-804, 8th Floor, Lu Plaza, 2 Wing Yip Street, Kwun Tong, Kowloon, Hong Kong
Tel: +852 3718 5600, Fax: +852 3718 5601, E-mail: hongkong@lenzing.com

Istanbul: Lenzing Elyaf A.Ş.

Huzur Mah. Maslak Ayazağa Cad. No: 4 I Blok Ağaçlı Ofis, 34396 Sarıyer / İstanbul, Turkey
Tel: +90 212 349 7171, Fax: +90 212 349 7181, E-mail: turkey@lenzing.com

Jakarta: PT. South Pacific Viscose

Sampoerna Strategic Square, South Tower, 22nd Floor, Jl. Jend. Sudirman Kav. 45-46, Jakarta 12930, Indonesia
Tel: +62 21 577 1630, Fax: +62 21 577 1640, E-mail: jakarta@lenzing.com

New York: Lenzing Fibers Inc.

530 Seventh Avenue, Suite 808, New York, NY 10018, U.S.A.
Tel: +1 212 944 7400, Fax: +1 212 944 7816, E-mail: newyork@lenzing.com

Seoul: Lenzing Korea Yuhan Hoesa

#501, Geumcheok Bldg., 16-8 Teheran-ro 64-gil, Gangnam-gu, Seoul, Republic of Korea, 06192
Tel: +82 2 782 6131, Fax: +82 2 782 6132, E-mail: seoul@lenzing.com

Shanghai: Lenzing Fibers (Shanghai) Co., Ltd.

Unit 06-08, 15th Floor, Garden Square, 968 West Beijing Road, 200041 Shanghai, China
Tel: +86 21 3315 2438, Fax: +86 21 6341 0007, E-mail: shanghai@lenzing.com

Singapore: Lenzing Singapore PTE Ltd.

Lazada One #06-01, 51 Bras Basah Road, Singapore 189554, Singapore
E-mail: singapore@lenzing.com

Taiwan: Lenzing Taiwan Fibers Ltd.

8F-1., No.201, Sec 3 Nanjing E Rd., Zhongshan District, Taipei City 10488, Taiwan R.O.C.
Tel: +886 2 8768 1023, Fax: +886 2 8768 2933, E-mail: taipei@lenzing.com

Thailand: Lenzing (Thailand) Co., Ltd.

599 Moo 2 ThaToom Sub-District, SriMahaPhot District, PrachinBuri Province 25140, Thailand
Tel: +66 37 624 123, E-mail: prachinburi@lenzing.com

www.veocel.com

VEOCEL™ and LENZING™ are trademarks of Lenzing AG
© 2025 Lenzing AG

Media Owner, Publisher and Producer: Lenzing Aktiengesellschaft, Werkstraße 2, A-4860 Lenzing, Austria

Lenzing AG is the sole owner of the Lenzing Trademarks (in particular VEOCEL™ and LENZING™) and goodwill associated therewith and has valuable rights in and to the Trademarks. Any information, texts, pictures, drawings, visuals, claims or photographs (including all marketing materials) contained in this Leaflet are protected by copyright and are the sole intellectual property of Lenzing AG, its affiliates or third parties providing the information for the benefit of Lenzing AG.

Despite careful research and diligent in-house and external studies conducted with the utmost of care, Lenzing AG assumes no liability whatsoever for the actuality, correctness and quality as well as preciseness and correctness of the information made available in this Leaflet. This applies in particular to any claims contained in this Leaflet, which refer to Lenzing fibers only. Lenzing AG expressly reserves the right to change, add to or delete individual pieces of information, parts of individual pages and / or the entire Leaflet and to cease publication of the Leaflet either temporarily or finally. Subject to typographical and printing errors.

Nothing herein shall be construed as assigning, transferring or granting any right in or license to use Lenzing Trademarks, Brands, Branded Offer names, Technology names, any copyright protected material or any marketing claims contained in this Leaflet. Any use of Lenzing Trademarks, Brands, Branded Offer names, Technology names or of any copyright protected material or of marketing claims contained in this Leaflet require a prior license from Lenzing AG.

For any further information, please visit our homepage www.veocel.com



Innovative by nature