VEOCEL™ Beauty introduces finest Lyocell Skin fibers in the nonwoven industry and a special manufacturing system to accelerate sustainable beauty trends

- Unveiled by VEOCEL™ Beauty, the new fine fiber types, LENZING™ Lyocell Fine Skin and LENZING™ Lyocell Micro Skin fibers - are exclusively made in Europe, medically tested, and certified as clean and safe
- The new fibers feature Lenzing's patented Translucency technology, which allows improved product performance.
- A new manufacturing system has been introduced and will now enable premium VEOCEL™ branded lyocell fibers to be doubtlessly identified in the final product, even after processing and conversion steps through the value chain.

Lenzing Group (Lenzing) today announced the introduction of the new LENZING™ Lyocell Fine Skin and LENZING™ Lyocell Micro Skin fibers under its specialty nonwoven ingredient brand VEOCEL™. These fibers, introduced under the VEOCEL™ Beauty segment, present a premium level of fineness, exquisite softness and translucency, which are ideal for beauty applications, above all for facial sheet masks. An all-new special manufacturing system is also launched to add greater supply chain transparency and will allow genuine premium VEOCEL™ Lyocell fibers to be identified in the final product.

New premium fiber options for sustainable beauty products

The launch of the new generation of LENZING™ Lyocell Skin fibers represent further growth of the VEOCEL™ Beauty brand, which supplies raw materials to products such as facial sheet masks and beauty wipes. Both LENZING™ Lyocell Fine Skin and LENZING™ Lyocell Micro Skin fibers are finer than other LENZING™ branded skin fiber types, with LENZING™ Lyocell Micro Skin fibers being the finest lyocell fibers in the nonwoven industry. Such feature gives consumers a more tender touch and luxurious feeling on skin, creating an exquisite sensual appeal.

The Skin fiber family features Lenzing's patented Translucency technology, which allows the fibers to become translucent in wet state, rendering them suitable for a range of beauty products, especially delicate facial sheet masks. Facial sheet masks made using the technology will turn translucent when infused with serum, enabling consumers to pamper themselves with masks that meet their expectations for translucency, smoothness, fineness, and comfort. Currently, Lenzing is the only fiber producer that holds a patent for translucent facial sheet

masks containing cellulosic fibers[1], thereby setting them apart from other producers, offering a competitive advantage.

Since establishment, VEOCEL™ Beauty holds a range of eco-friendly fibers, supporting the transformation of the industry to provide more sustainable products to end-consumers by offering eco-responsible, trusted and clean sources of materials. All three LENZING™ Lyocell Skin fibers, the key offerings of VEOCEL™ Beauty, are produced exclusively in an integrated production site in Europe following stringent environmental standards.

Being close to the face like a "second skin", facial sheet masks made of exquisite VEOCEL™ Lyocell fibers offer a naturally smooth and comfortable facial treatment. With hydration being a key concern of facial masks users, VEOCEL™ Lyocell fibers regulate liquid absorption and release, ensuring that serum of the product is evenly distributed and keeping the product moist.

VEOCEL™ Lyocell fiber types are medically tested and certified with the FKT "Medically Tested – Tested for Toxins" logo[2]. The fibers are also produced with the utmost care under an environmentally responsible production process to ensure they are clean and safe. They are certified according to the STANDARD 100 by OEKO-TEX®, (Annex 6, product class I), demonstrating free from harmful ingredients and further assured the cleanliness of the fibers intended for beauty applications.

Elevate supply chain transparency and reinforce VEOCEL™ as a label of trust

A new special manufacturing system is now introduced in the Beauty segment and will enable VEOCEL™ Lyocell fibers to be doubtlessly identified in the final product, even after processing and conversion steps through the value chain. The system improves supply chain transparency without affecting fiber performance or characteristics and protects manufacturers from sourcing inferior counterfeit products. End consumers can also be rest assured that the product they purchase consists of genuine premium VEOCEL™ Lyocell fibers.

"We have witnessed positive changes across the beauty industry ecosystem in recent years, as consumers become more eco-conscious. They want beauty products manufactured from trustworthy ingredients and sustainable sources, using eco-responsible processes which do not contribute to pollution. Our new fiber types and special manufacturing system under VEOCEL™ Beauty will help to further open up opportunities for brands to enhance supply chain transparency and allowing them to deliver sustainable promises to consumers," said Jürgen Eizinger, Vice President of Global Business Management Nonwovens, Lenzing AG.

The launch of the new fiber type has already generated interest from industry partners, such as Happy Mask and Watsons from Hong Kong, and Sensatia Botanicals from Indonesia. By using the new fibers in their facial sheet

[1] Licensees of the Translucency technology should ensure that any claims used are aligned with the patent conditions for the relevant market, and that their product meets the specified criteria.
[2] Based on the requirements of the ISO 10993 norm (Biocompatibility standard)

mask products, these brands are showcasing their commitment to sustainability with the VEOCEL™ brand. To create a seamless shopping experience for customers, the VEOCEL™ brand also introduced a "Where To Buy" section on its website, allowing viewers to purchase VEOCEL™ branded fiber products directly from partners in just one click.

"Following last year's launch of the certification criteria, which regulates the blending of VEOCEL™ branded fibers with 100% biodegradable materials, our team has been identifying ways to drive greater change in the nonwoven industry. Now, with the launch of LENZING™ Lyocell Fine Skin and LENZING™ Lyocell Micro Skin fibers and the special manufacturing system, we do not only reduce the environmental footprint, but also redefined the standards of sustainability in beauty applications. As we reinforce VEOCEL™'s reputation as a trusted label in the nonwoven industry, we will continue to work closely with industry partners to implement measures that make our planet healthier," shared Eizinger.

Images related to the announcement can be downloaded HERE.

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About VEOCEL™

VEOCEL™ is Lenzing Group's flagship specialty nonwoven brand. Derived from renewable raw material wood, VEOCEL™ provides natural care, every day, and is committed to driving industry standards around sustainability and natural comfort in the nonwoven sector. VEOCEL™ transfers the essence of nature into nonwoven products through the beneficial properties of VEOCEL™ fibers, including natural absorbency, liquid distribution, contribution to breathability, biodegradability and versatility.

The VEOCEL™ product portfolio includes VEOCEL™ Lyocell and VEOCEL™ Specialty Viscose fibers that are tailored for sustainable lifestyles and helps to maintain environmental balance by being fully integrated into nature´s cycle. These fibers are certified clean and safe, biodegradable, from botanic origin and manufactured in an environmentally responsible production process. The VEOCEL™ brand is categorized into four branded offers including VEOCEL™ Beauty, VEOCEL™ Body, VEOCEL™ Intimate and VEOCEL™ Surface and its fibers are used in baby care, beauty and body care, intimate care and surface cleaning products.

Fibers under the VEOCEL™ brand are derived from renewable wood sources from certified and controlled forests and plantations and are manufactured in environmentally responsible and closed loop production processes. The fibers are compostable and biodegradable, enabling them to break down safely into raw materials and fully revert back into the environment.

About the Lenzing Group

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments.

The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their level of biodegradability and compostability, Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy.

Key Facts & Figures Lenzing Group 2019
Revenue: EUR 2.11 bn
Nameplate capacity: 1,045,000 tons
Employees: 7,036

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