

Press release

IMCD brings “Radiating Vitality” to California Suppliers’ Day 2025

- Meet IMCD Beauty & Personal Care experts at California Suppliers’ Day 2025, 29-30 October at the Long Beach Convention Center, **Booth #263**.
- Explore the **Radiating Vitality** collection, a lineup of **nine new formulations** developed by IMCD’s California-based technical experts.

Westlake, OH, United States (28 October 2025) – IMCD Group (“IMCD” or “Company”), a global leading partner for the distribution and formulation of speciality chemicals and ingredients, will showcase its latest trend-driven formulations at California Suppliers’ Day 2025, taking place 29-30 October at the Long Beach Convention Center, Booth #263.

At this year’s show, IMCD introduces the **Radiating Vitality** collection, a lineup of **nine new formulations** developed by IMCD’s California-based technical experts. Inspired by the Golden State’s beauty culture and wellness mindset, the collection celebrates authentic, results-driven beauty through three pillars: **Nurture**, **Energize**, and **Renew**.

- **Nurture: Radiance comes from within** - Comforting formulations that restore and protect skin and hair health, supporting the barrier and enhancing natural glow.
- **Energize: Timeless beauty runs on vitality** - Fresh, lively creations that awaken the senses and boost radiance, inspired by movement, positivity, and daily self-care.
- **Renew: The path to longevity** - Smart, restorative concepts that help skin and hair recover and thrive, merging science-backed ingredients with a holistic approach to beauty.

Nine exclusive creations

Visitors can experience nine new prototypes inspired by the benefits and textures of vitality-boosting superfoods:

- **Nurturing Natto Skin Pearls**, Skin-nourishing spheres inspired by traditional Japanese beauty rituals, that deliver essential micronutrients to lock in moisture, strengthen the skin barrier, and support a supple, radiant complexion.
- **Fine Wine and Rose Champagne Lip Oil**, silky formulas inspired by the antioxidant-rich properties of red wine and champagne, leaving lips hydrated with a tint and a high-shine finish.
- **Bonded for Life Repair & Styling Tofu Cubes**, a plant-powered hair styling cream/gel inspired by the softness and purity of tofu keeping hair hydrated, soft, frizz-free, and flexible.
- **Vitalize Kombucha Scalp & Hair Elixir**, a Kombucha-inspired probiotic-powered approach to scalp care, to help rebalance microcirculation, calm irritation and support healthy follicles for stronger, more vibrant hair.
- **True Renew Yogurt Moisture Mask**, a skin retreat featuring a COSMOS-approved micro-probiotic, antioxidant-rich botanicals to fight free radicals, and bio-fermented sodium PCA to hydrate and restore suppleness.

- **Kimchi Body Polish**, a gentle exfoliating treatment for a brighter, smoother complexion, and instant and long-lasting hydration for up to 72 hours.
- **Forever Radiant Glow Serum**, a radiance-boosting serum inspired by Koumiss, a traditional fermented dairy beverage, with hyaluronic acid and natural extracts that hydrate, brighten, and support skin renewal for a youthful glow.
- **Strawberry Kefir Foam Cleanser**, a gentle face cleanser with hydrophilic lipids, moisturizers, and a fermented complex that exfoliates, nourishes, and supports the skin barrier for a soft, radiant complexion.

Each formulation highlights IMCD's ability to translate ingredient innovation into market-ready concepts, helping partners move faster from idea to launch with creativity, expertise, and local insight.

Rooted in California's culture of wellness and longevity

The formulations were developed in IMCD's California laboratory, recently relocated to a new creative hub in Brea. The new space fosters collaboration and co-creation with customers, an environment designed to inspire new ideas and next-generation beauty innovations.

"California has long been at the heart of the wellness and longevity culture. The Radiating Vitality collection is deeply inspired by California's global influence on wellness and longevity. Taking inspiration from the "blue zones", regions where people live longer, healthier lives, this collection embodies the same balance of vitality, innovation, and beauty that defines the West Coast." says **Danielle Wheeler**, Technical Director, IMCD Beauty & Personal Care Americas.

Discover the Radiating Vitality Collection and meet our experts at Booth #263.
For more information, visit: [IMCD at California Suppliers' Day 2025](#)



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About IMCD Group

IMCD Group, headquartered in Rotterdam, The Netherlands, is a leading global partner for the distribution and formulation of speciality chemicals and ingredients. A strong, innovative business partner and solutions provider for producers of consumer, industrial and durable goods in multiple business sectors: Advanced Materials, Beauty & Personal Care, Coatings & Construction, Food & Nutrition, Home Care and Industrial & Institutional Care (I&I), Industrial Solutions, Lubricants & Energy, and Pharmaceuticals.

In partnership with our suppliers, we offer a broad and deep product portfolio. With our over 80 application laboratories across 60 countries, we co-create formulations and offer 'Sustainable Solutions' that allow our business partners to make products with a positive impact on the world of today, and tomorrow. Our teams focus on providing commercial and operational excellence, using the best digital and logistics tools available to create a world of opportunity for our partners.

In 2024, with over 5,100 employees, IMCD realised revenues of EUR 4,728 million. IMCD N.V.'s shares are traded at Euronext Amsterdam (symbol: IMCD) and are included in the Dutch ESG AEX index, as one of 25 companies within the AEX and AMX indices demonstrating best ESG practices.

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