

Press release

IMCD launches Glass'Hair Leave-On: A high-performance formulation for brands riding the glass hair trend

Rotterdam, The Netherlands (15 July 2025) – IMCD Group ('IMCD' or the 'Company'), a global leading partner for the distribution and formulation of speciality chemicals and ingredients, today announces the launch of Glass'Hair Leave-On, a cutting-edge hair care formulation inspired by the trending glass hair look.

This leave-on solution from IMCD Beauty & Personal Care is sleek, sensorial and high-performing—capturing the essence of shine and smoothness without compromise. Developed for beauty brands looking to deliver visible results with elegant simplicity, Glass'Hair Leave-On reflects the Company's unique blend of technical expertise and trend intelligence.

Unveiled during a dedicated webcast after a successful preview at in-cosmetics global 2025 in Amsterdam, Glass'Hair Leave-On is the first of ten innovative formulas presented under IMCD's "Mastering Simplicity" concept. This programme reflects IMCD's commitment to offering high-performance formulations that are streamlined, sensorial, and built to perform, with no overclaims, just real results.

IMCD Beauty & Personal Care is a trusted partner to cosmetics brands and manufacturers worldwide. Backed by the global scale and local know-how of IMCD Group, the business group combines ingredient distribution with advanced formulation development. Its global network of 21 application laboratories, 13 Beauty Studios and 6 Centre of Excellence enables the creation of next-generation beauty products tailored to technical specifications, performance goals, and market trends, all with speed and precision.

Formulation meets function, fast

Developed through the IMCD Hair Care & Toiletries Centre of Excellence in Milton Keynes, UK, Glass'Hair Leave-On is a prime example of how deep market insight and technical formulation power come together. The result is a ready-to-market concept designed to meet the demand for high shine, smooth texture and modern elegance—delivered quickly, with scalability in mind.

From first idea to final texture, the process behind Glass'Hair Leave-On shows how IMCD helps beauty brands accelerate innovation without compromise.

Explore the full "Mastering Simplicity" collection

Glass'Hair Leave-On is just the beginning. At in-cosmetics global, IMCD also introduced Fix & Care Hair Stick, a second hair care concept designed for long-lasting hold and definition while preserving a natural hair feel. These two formulations are part of the broader Mastering Simplicity portfolio, created to help brands move faster from brief to breakthrough.

*“Today’s consumers want hair care that works and feels great without overpromising,” says **Laurent Blasco**, Global Technical Director, IMCD Beauty & Personal Care. “With Glass’Hair Leave-On we’ve taken a trend and given it backbone, engineering a formulation that delivers on gloss, glide and sensoriality. It’s a formula built to perform, and it’s ready for brands to use now thanks to the speed and precision of our passionate and dedicated experts.”*

Maud Chapis, Global Marketing Director, IMCD Beauty & Personal Care, adds:
“Mastering Simplicity is about letting expertise speak through precision, excellence and innovation. With Glass’Hair Leave-On and the full collection, we’re offering brands a library of smart, trend-driven formulations they can rely on, from ideation to launch. Whether it’s glass hair or next-gen sun care, our teams are ready to support beauty brands in staying relevant, effective, and efficient.”

→ Discover Glass’Hair Leave-On and explore the full “Mastering Simplicity” collection:
<https://www.imcd.fr/fr/our-knowledge/formulations/glass-hair-leave-on-MCBHRCCJ6PSRB57DEO53SUUGRENQ?business-group=beauty-personal-care&market-segment=hair-care>

→ Watch the webcast replay: https://www.bigmarker.com/imcd/glass-hair-capturing-the-trend-with-a-performance-driven-solution?utm_bmc_source=LinkedIn



Glass’Hair Leave-On by IMCD (Photo: IMCD)



Mastering Simplicity kit by IMCD (Photo: IMCD)



Glass'Hair Leave-On was developed through the IMCD Hair Care & Toiletries Centre of Excellence in Milton Keynes, UK (Photo: IMCD)

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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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