

AGRANA awarded with the
Henkel Beauty Care Sustainability Award 2017, 2nd place,
for excellent sustainability contributions resulting in products
of highest market value in the Beauty Care business.



Henkel awards suppliers for outstanding contributions

Orlando, Florida – At the 2018 American Cleaning Institute (ACI) Annual Meeting and Industry Convention, Henkel presented awards to its top suppliers for their best-in-class performance in 2017.



Dr. Thomas Förster, Corporate Vice President Henkel Beauty Care Global with Anton Amon, Sales Director AGRANA

AGRANA's valuable sustainability impact

Detailed life cycle analysis reveal that the No. 1 sustainability factor for beauty care products is the use phase at the consumer - especially whether he uses hot water or not! The carbon footprint for heating hot water is extremely high so that clever design of leave-on products without water usage can help tremendously.

One new “old” category here are dry shampoos which showed an impressive revival in recent years. Tailor made, functionalized starches by AGRANA have been essential in the successful re-development of those products and are able to circumvent all disadvantages that were known in the past, thus enabling us to re-invent this category.

(from HENKEL Press release, January 30, 2018)



Sustainability Award Beauty Care - AGRANA Winner of the 2nd Prize

- The no. 1 sustainability impact for Beauty care products is usage of hot water
- Revival of eco-friendly, high-performing dry shampoos made possible with tailor-made AGRANA starches as key ingredients
- Colored starch particles - 100% free from visible residues

