

News release

June 1st, 2026

Nouryon's new innovative artificial intelligence (AI)-driven tool, BeautyCreations™

[BeautyCreations™](#) is a revolutionary digital portal that enables personal care formulators to quickly and easily search through Nouryon's vast repository of creative and innovative hair and skin care formulations. Created in partnership with Albert Invent, **BeautyCreations™** leverages AI to help formulators supercharge their beauty formulation development. Using natural language, formulators can describe their formulation requirements and desired consumer product claims to the **BeautyCreations™** tool, which is trained specifically for personal care formulation chemistry.

With this new tool, Nouryon provides an unparalleled platform that combines advanced technology with years of expertise. **BeautyCreations™** formulation discovery tool allows customers to develop their own formulations from the company's innovative portfolio of solutions.

Efficiency of artificial intelligence combined with deep formulation expertise

Nouryon actively develops and promotes exemplary formulations that highlight its materials in formulated solutions, providing base examples for customers to further develop. By combining the efficiency of artificial intelligence with deep formulation expertise, we have created a model where Nouryon and our formulation partners work together to drive innovation more effectively and efficiently than ever before.

How to register

Click "Register" in the following link and input required information.

<https://beautycreations.nouryon.com/>



BeautyCreations™
FORMULATION STUDIO