

# Cataya to Redefine Sustainable Beauty with Bio-based Solutions at in-cosmetics Global 2026

Shanghai-based synthetic biology innovator showcases innovative, sustainable solutions for the global personal care market

**Paris, France Apr 19, 2026** ([IssueWire.com](https://www.issuewire.com)) - Cataya Bio (Shanghai) Co., Ltd. ("Cataya"), a leading synthetic biology company focused on the research, development, and production of innovative, bio-based product solutions, announced its participation at in-cosmetics Global 2026. Located at booth 2E23, Cataya showcased a new generation of sustainably-sourced, high-performance product solutions designed to help decouple the personal care industry from petroleum-based raw materials.

## High Performance Innovation meets High Sustainability And Scale

Founded in 2021, Cataya uniquely bridges the gap between:

- world-class R&D capabilities, and
- state-of-the-art, fully integrated manufacturing

to deliver innovative, bio-based solutions on large scale and high quality. Innovations include Catalisse<sup>®</sup> Next-Gen Squalane, an ultra-pure squalane emollient with superior skin-feel, and Catalisse<sup>®</sup> Ceramides, a range of skin & hair identical ceramides with COSMOS certification.

## A Vision For Greener, Innovative Products At Scale

Cataya's mission is to enable innovative product solutions, using environmentally responsible manufacturing, that deliver tangible benefits for consumers and drive growth and margins for partners in the personal care, food & nutrition, and pharmaceutical industries. Cataya is a trusted partner for global companies seeking to reduce their dependence on petroleum-based raw materials and address associated environmental challenges in a cost-effective manner.

"Our participation at in-cosmetics Global marks an important step in our international growth strategy," said Dr. Lishan Zhao, CEO of Cataya. "We are excited to present our sustainable bio-based ingredient portfolio and fully integrated manufacturing capabilities to the global personal care community and demonstrate how synthetic biology can drive the industry's transition toward cleaner, greener and more valuable formulations."

For more information, visit [www.cataya.com](https://www.cataya.com).

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Source : Cataya

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