

Press release

For Immediate Release

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Extra Protection across the Spectrum

Croda Inc Launches Solaveil SpeXtra – Delivering Optimal, Balanced Protection from UVA and UVB

EDISON, NJ (June 2, 2010) – Broad spectrum protection from sunscreens is becoming increasingly important to consumers, as the dangers of both UVA and UVB rays become more and more well known. The claims for protection from UVA vary regionally, but it is now seen as an essential benefit of sun care products around the world. In Europe, the EU Commission Guidelines maintain that the UVA protection factor (UVAPF) of a sun protection product must be at least 1/3 of the claimed SPF (eg. If SPF = 30 then the UVAPF needs to be greater than or equal to 10.) Unfortunately, it can be very difficult to formulate global sunscreen products that possess optimal protection from UVA and UVB, as regional variations in applicable regulations and consumer preferences restrict formulators to few active ingredients that are not easily combined to provide high SPF and adequate UVA protection.

Combining an exceptional level of UVA protection with high UVB efficacy, Croda globally introduces the **Solaveil SpeXtra** line of innovative titanium dioxide dispersions. These dispersions allow formulation of high SPF, broad spectrum, global, sun protection products using a single active ingredient. Solaveil SpeXtra dispersions are specifically designed to deliver an optimal balance of UVA and UVB attenuation, while providing elegant skin feel and without giving excessive whitening.

Typical grades of titanium dioxide on the market today have a fine particle size, which allows the ingredient to deliver maximum UVB protection with minimal whitening on the skin. These typical grades offer some UVA protection but not enough for the latest

market needs. Larger particle size grades are available that offer good UVA protection but with the major drawback of visible light attenuation which results in a degree of whitening on the skin that is unacceptable to the majority of consumers. Solaveil SpeXtra has been developed to give the optimum particle size and shape for balanced UVA and UVB efficacy with specialized control of the particle size distribution to moderate whitening on the skin. The result is a material that offers much enhanced UVA attenuation, coupled with the high SPF efficacy typical of conventional TiO_2 sunscreens, without excessive whitening (see Figure 1).

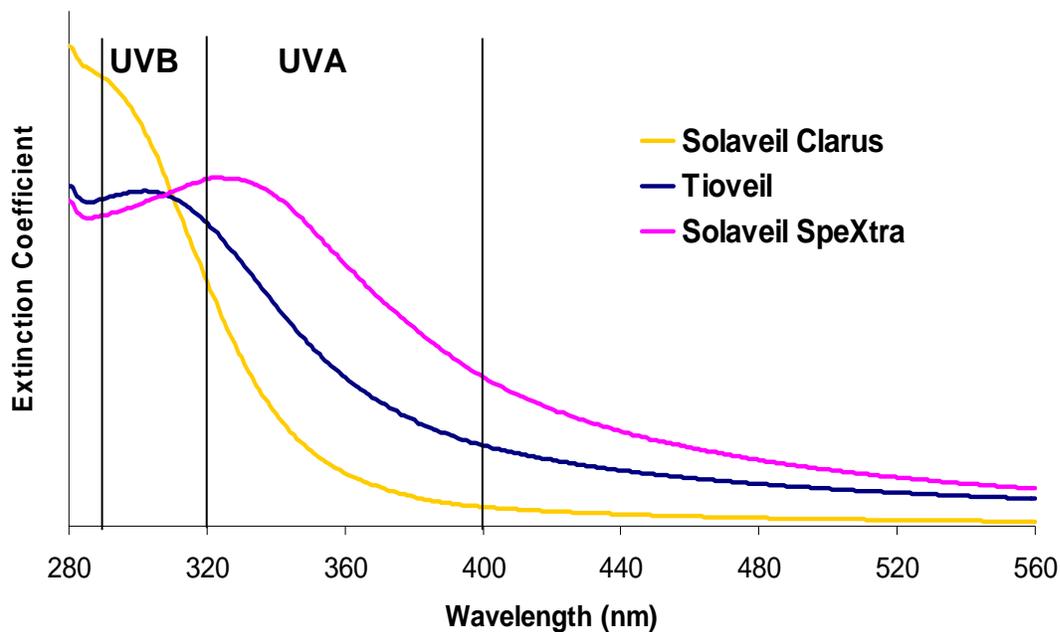


Figure 1: UVB/UVA spectrum of Solaveil SpeXtra compared to pre-existing grades of TiO_2 .

Solaveil SpeXtra offers unprecedented broad spectrum protection with enhanced UVA protection, while maintaining high UVB protection. It offers a cost-effective solution for broad spectrum UVA protection as it contains a higher solids content than conventional TiO₂ dispersions, reducing the amount needed to deliver the same SPF protection, and it can be used as a single ingredient to create formulations that meet European UVA guidelines with no need for an additional UVA filter. Two versions of the Solaveil SpeXtra dispersions are currently available:

- Solaveil XT-100 delivers true broad spectrum inorganic UV protection in a carrier that has become a standard emollient in sunscreen formulations
- Solaveil XT-300 gives broad spectrum inorganic UV protection in a naturally derived carrier fluid making it ideal for green formulations. It has been approved by Ecocert,

The Solaveil SpeXtra dispersions are photo-stable for long-lasting UV protection and are ideal for use in beach sun care. Samples and starter formulations are available by request through croda.com.

About Croda Inc – www.crodausa.com

Croda Inc is a wholly-owned subsidiary of Croda International Plc, a U.K.-based manufacturer and world-wide supplier of oleo and industrial chemicals for the Personal Care, Home Care and Functional Specialties, Health Care, and Manufacturing Industries. Croda Inc is part of a global network and offers one of the widest ranges of chemical specialties, surfactants and high purity lipids available to the Personal Care, Home Care and Functional Specialties and Health Care Industries. Croda also carries a full line of natural, botanical ingredients from its Crodarom and Crodamazon divisions and a full range of skin care actives from the Sederma division.

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