

## Press release

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### For Immediate Release

Contact: Cara Eaton, Marketing Manager - Communications  
732-417-0800 X22165  
cara.eaton@croda.com

### Delivering Special Effects

*Croda Inc Announces CRODAMOL SFX – a Multifunctional Replacement for Volatile Silicone*

EDISON, NJ (May 11, 2010) – The appeal of personal care products to the consumer is first about the sensory cues it delivers, rather than the ultimate performance of the product. Even if a product shows great performance, if the sensations it provides, like scent and feel, are not attractive, the product will not be repurchased. For formulators, the challenge of developing great feeling products that evoke all the right messages to the consumer about the product and its functionality can be difficult. Typically, volatile cyclic silicones (ie. cyclomethicone D5) have been used for their aesthetic properties in a wide range of personal care products – for feel in skin lotions, for shine in hair products and for enhancing long wear in color cosmetics. Recently though, alternatives to these silicones are being sought, due to the Canadian regulations on their use in personal care products. This only makes the challenge of producing products with excellent feel more difficult as many alternatives for D5 on the market do not provide the characteristics or functionality formulators need for their products.

To provide an answer to this challenge, Croda offers CRODAMOL SFX. This patented, multifunctional emollient ester contributes amazing sensory appeal to formulations. It provides a silky, dry feel to the skin, similar to that of silicone, and provides shine and gloss to the hair. As an alternative to silicone, it is very comparable in its feel properties to silicone, providing excellent results in both quantitative and qualitative analysis.

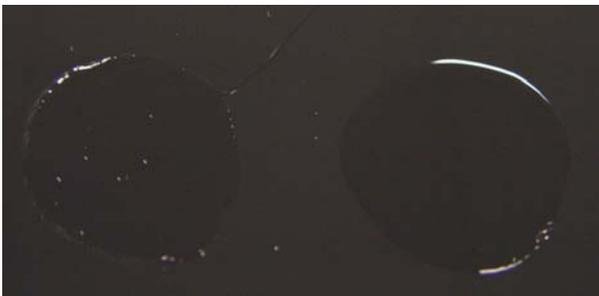
To compare the sensory attributes of CRODAMOL SFX to cyclomethicone D5, a panel evaluation was conducted on both products by Sensory Spectrum in New Providence, NJ, evaluating each ingredient on a range of characteristics in the areas of pick-up, rub-out and after-feel. The panel found that in most cases there were no significant differences between the sensory attributes of CRODAMOL SFX and cyclomethicone D5. The only area that showed some difference was in the after-feel properties, where the volatility of the cyclomethicone comes into play. CRODAMOL SFX is not volatile, so it has a substantive, longer-lasting effect on the skin.

CRODAMOL SFX goes beyond feel though as it provides several additional functional benefits as well. It can act as a solvent for several popular organic sun filters, most notably avobenzene, as well as provide excellent pigment dispersion properties.

CRODAMOL SFX can also function as a detackifier of lanolin, petrolatum and polyisobutene, where these common emollients often possess a tacky feel that can adversely affect the feel of finished formulations. To evaluate the ability of CRODAMOL SFX to detackify these common emollients, a small amount of each ingredient was rubbed onto a black glass plate. This was compared to the test emollient and CRODAMOL SFX in a 80:20 w/w ratio. The samples were then blotted with a cotton ball under set pressure, which were then lifted straight up. The amount of cotton fiber that adheres to the spot indicates the tackiness of the test material. Below, you can see from the photos of the test run with polyisobutene, the CRODAMOL SFX works well as a detackifying agent.

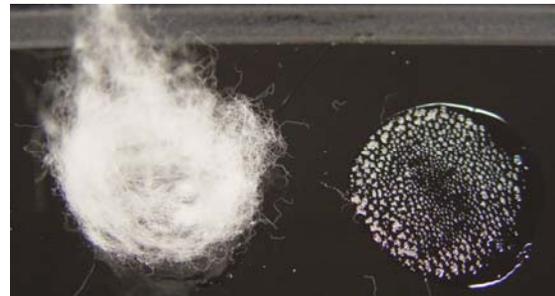
Initial Before Cotton Blotting

Final After Cotton Blotting



*Polyisobutene*

*Polyisobutene + SFX*



*Polyisobutene*

*Polyisobutene + SFX*

CRODAMOL SFX can deliver multiple benefits to your personal care products. Its ability to efficiently wet pigments at low use levels allows for easy dispersion of a broad range of iron oxides and metal oxides used in color cosmetics and sunscreen formulations. Its outstanding feel properties and low tack make it ideal for use in pigmented systems, sunscreen formulations, night creams and facial treatments. Its high refractive index indicates that it may provide shine on the skin and hair, making it suitable for use in lip glosses and other applications where shine is desired, such as hair gloss enhancers. It is readily biodegradable and compatible with a wide range of commonly used cosmetic esters. All these benefits, in addition to its superlative feel characteristics, make CRODAMOL SFX more than a replacement for cyclomethicone D5. It is a “go to” ingredient for formulators desiring an emollient ester with true multifunctionality.

**About Croda Inc – [www.crodausa.com](http://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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