

Press release

For Immediate Release

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Soft Hair Has Never Been This Simple

Croda Inc Launches REJUVASOFT™ - Its Simple, Easy-to-Use, Moisturizing Conditioning System

EDISON, NJ (April 15, 2010) – For consumers, moisturization, when describing a skin care product, is easy to define and understand. Moisturizers are products that help the skin to hold onto water allowing the skin to feel soft, supple and smooth. It is easy to envision the skin plumped with water as most people have seen the thin, drawn, cracked appearance of dry, thirsty skin. For hair, the idea of moisturization is a little harder to imagine, as hair described by consumers as moisturized is hair that has achieved its optimum moisture balance. Hair in this state feels healthy, soft and supple, just like skin, rather than frizzy, from too much water, or dry from not enough. As Goldilocks realized at the home of the three bears, for vital, healthy-looking hair, you want something that is “just right”!

The REJUVASOFT conditioning system is a major innovation in the conditioning market. It delivers overall detangling and conditioning, the price of admission these days into this market area, as well as moisturization and softening benefits – the additional benefits consumers expect from their products in order to purchase, and repurchase, them. It is easy to formulate, simply adding water and heating produces beautiful, finished quality formulations with exceptional performance. REJUVASOFT is also extremely flexible as varying the amounts of the ingredient can create an entire range of finished products, from detangling sprays to hair masks.

REJUVASOFT was designed to provide cost and efficiency improvements in conditioners without sacrificing performance benefits. It enables the simple formulation of conditioners and conditioning products that perform as well as a leading market conditioner, as determined by laboratory and clinical evaluations, without the use of silicones. This value in use allows for raw material rationalization while offering simplicity in formulation development and manufacturing.

Moisturized Feeling Hair

As mentioned, consumers describe moisturized feeling hair as feeling conditioned, soft and supple. This relates to its softness as well as its ability to condition and detangle the hair. Softness can be measured in the laboratory by quantifying the force required to bend a bundle of hair fibers using a Dynamic Mechanical Analyzer. This instrument

measures the bending storage modulus (i.e. stiffness) of hair bundles to indicate the softness of the hair. The more force required to bend the hair shows that the hair is stiffer. If this force is reduced through treatment, the hair has become more bendable (or softer).

A REJUVASOFT conditioner was compared to a leading brand commercial conditioner and evaluated on bleached, blond hair fibers. Figure 1 shows that both conditioners made the hair easier to bend, thus increasing the softness of the hair. In addition, this showed performance parity between the simple REJUVASOFT conditioner (water, 6% REJUVASOFT, preservative and fragrance) and a premium leading brand conditioner.

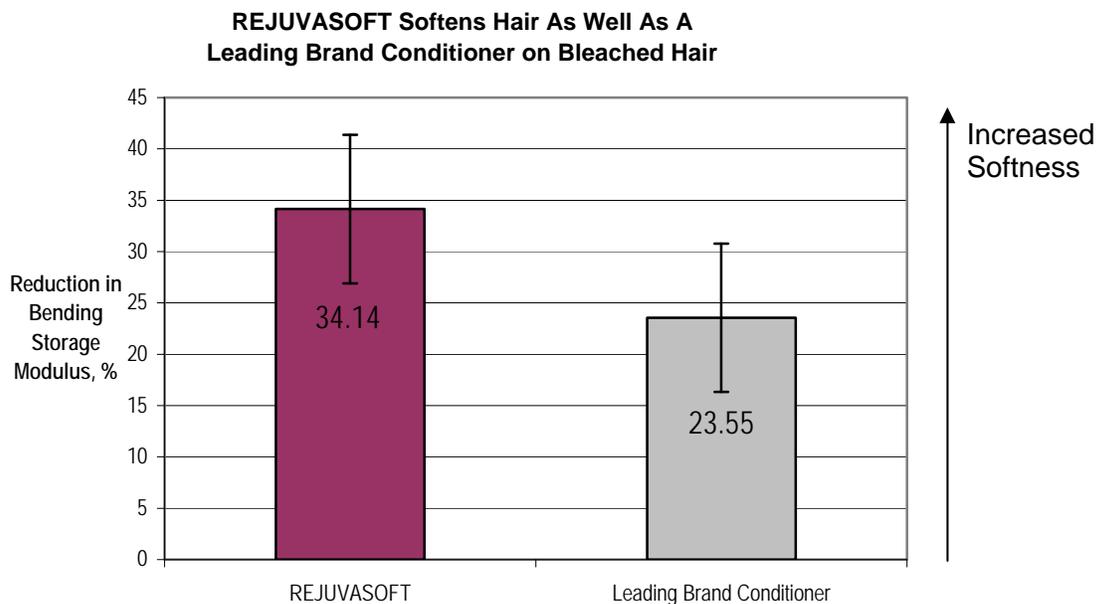


Figure 1: REJUVASOFT conditioner softens hair as well as a leading brand commercial conditioner demonstrated through the use of the Dynamic Mechanical Analyzer on bleached hair

In determining the effectiveness of REJUVASOFT as a conditioner and detangler, wet and dry combing was measured and compared to a leading conditioner. Again, the simple REJUVASOFT conditioner performed on par with the leading brand conditioner.

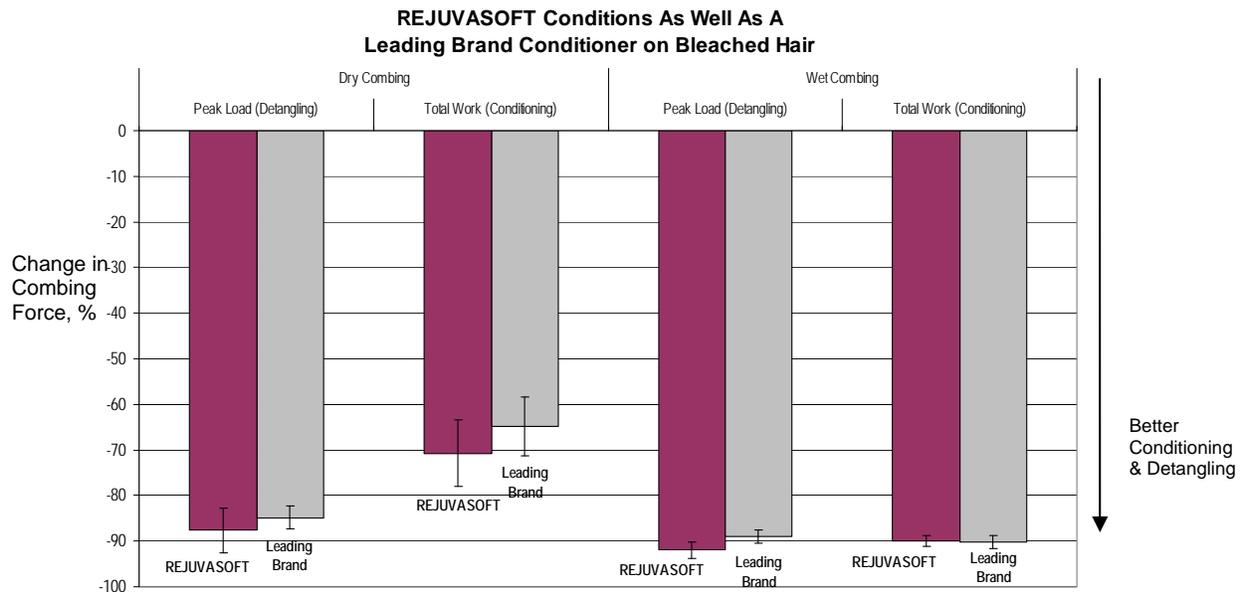


Figure 2: There are no significant differences in conditioning and detangling between the REJUVASOFT conditioner and a leading brand conditioner on bleached hair

Salon evaluations echo these laboratory findings. In a half-head, double-blind study conducted on 49 panelists by a licensed cosmetologist, the REJUVASOFT conditioners performed equally as well as the leading brand conditioner in both wet and dry comb attributed. When panelists were asked to choose a side they preferred (forced preference), half of the panelists chose REJUVASOFT and the other half chose the leading brand conditioner.

REJUVASOFT is exceptionally easy to formulate and offers many benefits to both formulators and manufacturers. In addition to the rationalization of multiple ingredients, REJUVASOFT also allows for production efficiencies. REJUVASOFT is pastillated for ease-of-use in the manufacturing process and in most cases a one pot process is possible. Also, by changing the amount of REJUVASOFT added to the formulation, different product viscosities and forms can be achieved, allowing for maximum flexibility to create different leave-on and rinse-off conditioning systems. Lastly, REJUVASOFT offers its excellent performance and efficiencies at a fraction of the cost of other conditioning systems. A cost analysis of the REJUVASOFT formulation was compared to a basic benchmark conditioner and the results suggest that formulating with REJUVASOFT can provide a significant cost savings. Performance, simplicity and cost savings create a powerful conditioning system optimized to create a full range of conditioners and conditioning products.

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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