

## Press release

### **NYSCC Suppliers' Day Booth 1123**

#### **AkzoNobel highlights key essential functionalities at NYSCC Suppliers' Day**

CHICAGO (April 28, 2015) – At NYSCC Suppliers' Day, AkzoNobel (Booth 1123) will highlight key essential functionalities that enable formulators to create the finest personal care products. Sponsored by the New York Chapter of the Society of Cosmetic Chemists, the 2015 Suppliers' Day Show will take place on May 12 and 13 in Edison, N.J., U.S.

“Our scientific approach to innovation and best-in-class technologies is the backbone of our ingredient development, which aims to deliver the essential functionalities our customers need to meet major formulation challenges,” said Melissa Vitale, Global Marketing Manager for Hair Styling. AkzoNobel's core technologies in personal care include: Starches, Polyquaterniums, Quats, Synthetic Polymers, Surfactants, and Urea Derivatives.

AkzoNobel has consistently supplied advanced ingredients and insights that help manufacturers invent efficient products with sensorial characteristics and benefits that match consumer expectations. “Our aesthetic modifiers, conditioning agents, rheology modifiers, film-formers, cleansing agents, emulsifiers and active ingredients are key enablers of innovative and more sustainable hair and skin care products,” said Georgete Pereira, Global Marketing Manager for Personal Care.

During the event, AkzoNobel will highlight the following solutions from its portfolio of ingredients for personal care:

- **Aesthetic Modifiers:** DRY-FLO® aesthetic modifiers, based on naturally-derived starch technology, have oil adsorbing properties which help formulators create elegant and lightweight products that promise sensational sensory experiences.
- **Conditioning Agents:** “Our substantive conditioning agents enable formulators and manufacturers to develop luxurious-feeling rinse-out and leave-in personal care products,” said Pereira. “Our CELQUAT® polymers provide excellent conditioning and improved deposition of actives from rinse-off systems, while the ARMOCARE® VGH-70 and ARQUAD® PC quaternary surfactants offer superior wet and dry combing of hair with excellent sensory properties.”
- **Film-Forming Polymers:** AMPHOMER® polymers provide superior hold and humidity resistance performance in hair spray systems, regardless of VOC level, noted Melissa Vitale, Global Marketing Manager, Hair Styling. She said DERMACRYL® polymers give superior water resistance and SPF retention in sunscreens ranging from alcohol-based continuous sprays to alcohol-free emulsion systems. In addition, the new BIOSTYLE™ hybrid polymers offer excellent hair volume boosting along with superior solution and gel clarity for styling products with a more natural touch.
- **Rheology Modifiers:** AkzoNobel rheology modifiers thicken, suspend and stabilize formulations to create consumer-pleasing textures and aesthetics. The company offers a diverse product range of synthetic and naturally-derived materials that meet formulator needs.

#### **Safe Harbor Statement**

This press release contains statements which address key issues such as AkzoNobel's growth strategy, future financial results, market positions, product development, and products in the pipeline and product approvals. Such statements should be carefully considered, and it should be understood that many factors could cause forecasted and actual results to differ from these statements. These factors include, but are not limited to, price fluctuations, currency fluctuations, developments in raw material and personnel costs, pensions, physical and environmental risks, legal issues, and legislative, fiscal, and other regulatory measures. Stated competitive positions are based on management estimates supported by information provided by specialized external agencies. For a more comprehensive discussion of the risk factors affecting our business please see our latest annual report, a copy of which can be found on our website [www.akzonobel.com](http://www.akzonobel.com)

For example, the new BALANCE® RCFg polymer provides excellent viscosity build with high clarity in the presence of surfactants, including sulfate-free systems. AMAZE™ XT polymer offers suspension properties with a unique texture and is 100% natural. And, the STRUCTURE® polymer series contains synthetic and natural rheology modifiers to give unique textures with thickening in various pH ranges.

NYSCC Suppliers' Day Information:

May 12 and May 13, 2015

The New Jersey Convention & Exposition Center  
Edison, New Jersey

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For more information, please visit: [www.akzonobel.com/personalcare](http://www.akzonobel.com/personalcare) and follow us on:

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**AkzoNobel**

AkzoNobel is a leading global paints and coatings company and a major producer of specialty chemicals. Calling on centuries of expertise, we supply industries and consumers worldwide with innovative products and sustainable technologies designed to meet the growing demands of our fast-changing planet. Headquartered in Amsterdam, the Netherlands, we have approximately 46,000 people in around 80 countries, while our portfolio includes well-known brands such as Dulux, Sikkens, International, Interpon and Eka. Consistently ranked as one of the leaders in the area of sustainability, we are committed to making life more liveable and our cities more human.

**Not for publication – for more information**

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