



The Lubrizon Corporation
29400 Lakeland Boulevard, Wickliffe, Ohio 44092-2298

News Release

Lubrizon Introduces New Personal Care Concepts at 2015 NYSCC

CLEVELAND, (May xx) – The Lubrizon Corporation introduces three new Personal Care concepts as at this year's NYSCC show, May 12-13 in Edison, New Jersey

Attendees visiting Lubrizon Booth #213 will discover exciting new textures and multi-functional solutions for skin care, hair care and bath & shower that will delight the senses and deliver a better consumer experience.

Follow Lubrizon on *The Sweet Escape* and discover 6 simple and innovative formulations illustrating novel concepts and performance benefits for various skin care applications. Each product offers an innovative idea combining the sensorial benefits of a surprising texture, an appealing visual and an evocative fragrance, all with the unique performance claims of a high-tech active ingredient substantiated by science.

In Hair Care, Lubrizon is featuring a new line of *Hair Repair Solutions* to treat damaged hair from root to tip. These products are applicable to different hair types with varying degrees of damage such as exposure to bleach and mechanical stress from regular grooming practices.

In Bath & Shower, visitors will discover Lubrizon's new selection of personal cleansing product solutions that deliver a rich, luxurious sensory experience. With conditioning polymers and esters, formulators can enhance the foam aesthetics and sensory of cleansing formulations, delivering the products consumers desire.

To learn more about these products and solutions, visit www.lubrizon.com/personalcare

About Lubrizon Personal and Home Care

We develop, manufacture and market a broad range of specialty chemicals for skin care, hair care, bath and shower, surface care and fabric care. Our innovative ingredients and additives modify physical properties, enhance functional performance and deliver aesthetic benefits to drive key consumer product claims. The addition of Active Organics' botanical extracts and Lipotec's peptide-based active cosmetic ingredients strategically expands our product portfolio and builds upon our current capabilities, formulations expertise and global manufacturing

footprint to take innovation to the next level. We are persistently committed to providing you with powerful, proven solutions so you can formulate with confidence™.

About The Lubrizol Corporation

The Lubrizol Corporation, a Berkshire Hathaway company, is a technology-driven global company that combines complex, specialty chemicals to optimize the quality, performance and value of customers' products while reducing their environmental impact. It produces and supplies technologies to customers in the global transportation, industrial and consumer markets. These technologies include lubricant additives for engine oils, other transportation-related fluids and industrial lubricants, as well as additives for gasoline and diesel fuel. In addition, Lubrizol makes ingredients and additives for home care and personal care products and pharmaceuticals, and specialty materials, including plastics technology and performance coatings in the form of specialty resins and additives.

With headquarters in Wickliffe, Ohio, Lubrizol owns and operates manufacturing facilities in 17 countries, as well as sales and technical offices around the world. Founded in 1928, Lubrizol has approximately 7,000 employees worldwide. Revenues for 2012 were \$6.1 billion. For more information, visit Lubrizol.com.

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