



Vertellus Introduces CPC, Fresh Alternative for Leave-on/Rinse-off Formulas at Suppliers' Day (NYSCC) 2015

(April 28, 2015, Indianapolis, Ind., USA) Vertellus, a leading producer of specialty chemicals in the personal and consumer care sector, introduces a fresh idea: use CPC, a cost-effective and safe ingredient to preserve cosmetic formulations. Manufactured by Vertellus under cGMP conditions, CPC (INCI: Cetylpyridinium Chloride) is an active ingredient in leading oral care products. With a long safety record, and multiple formulating benefits, including low-dosage, broad spectrum efficacy and a favorable environmental profile, CPC is an attractive alternative for formulators.

The Vertellus launch of CPC as a preservative is in response to the continuing trend to reduce, restrict or eliminate product ingredients considered hazardous to human health or the environment. "As pressure mounts on consumer goods companies to reformulate, CPC is a safe and effective ingredient that does not persist in the environment as evidenced by many environmental studies that we've commissioned," said Brad Buehler, Business Director, Personal Care at Vertellus.

Available in several forms, CPC (Cetylpyridinium Chloride) provides formulators with a new preservative option that can be used in a variety of rinse-off and leave-on applications. Recent testing concluded that CPC is negative for skin sensitization potential and irritation at formulation levels up to 0.5% and testing using CPC in a leave-on emulsion showed broad efficacy against bacteria, mold and fungi.

At 2015 New York Society of Cosmetic Chemists (NYSCC) Suppliers Day, May 12-13, Vertellus will share results from recent studies that point to the safety and efficacy of CPC as an alternative ingredient for triclosan, triclocarban, benzethonium chloride, formaldehyde-donors and parabens in cosmetic and personal care products. Visit with the Vertellus team at booth 11 to discuss how CPC meets your formulating needs.

About Vertellus:

Vertellus is a global specialty chemicals company focused on the manufacture of ingredients used in pharmaceuticals, personal care, nutrition, agriculture, and a host of other market areas affected by trends favoring "green" technologies and chemistries. Vertellus is the #1 global producer of pyridine and picolines, specialty pyridine derivatives, DEET, castor oil derivatives and systems, and a world leader in sodium borohydride, vitamin B3, citrate polymer additives and systems as well as a leader in custom manufacturing of agriculture and pharma intermediates and actives. Vertellus benefits from a technically advanced global manufacturing base and has over 1,000 employees. Vertellus is headquartered in Indianapolis, Indiana.

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