

Press release

NYSCC Suppliers' Day 2016 Booth 239

AkzoNobel to showcase new humectant and essential functionalities in North America at NYSCC Suppliers' Day

CHICAGO (May 4, 2016) – At NYSCC Suppliers' Day 2016, AkzoNobel (Booth 239) will showcase in North America its newest active for high-performing skin care formulations: ElfaMoist™ AC humectant. AkzoNobel also will highlight its portfolio of 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 2016 NYSCC Suppliers' Day will take place on May 10 and May 11 in Edison, N.J., U.S.

AkzoNobel's latest innovative ingredient for personal care applications enables formulators to meet consumer demand for long-lasting and high-performance skin care products. ElfaMoist AC humectant (proposed INCI Name: N-Acetyl DGA) easily penetrates inside the skin (stratum corneum), delivers and increases hydration, and keeps skin moisturized for 30 hours, even after a single application. Equally important, this effective humectant is safe and gentle on skin, performing exceptionally without disrupting the skin barrier.

ElfaMoist AC humectant was scientifically designed to deliver instant and long-lasting moisturization without the negative sensory impact of other humectants. "The performance of ElfaMoist AC humectant is the best we have seen from any humectant that we have evaluated," said Han (Bevin) Bevinakatti, AkzoNobel scientist, Global R&D.

With ElfaMoist AC humectant formulators can create the highest quality skin care products in leave-on emulsion systems and rinse-off products. "Adding ElfaMoist AC humectant to our portfolio strengthens our offering of actives, which is aimed at helping our customers meet their formulations objectives and grow with innovative skin care products," said Georgete Pereira, Global Marketing Manager for Personal Care Applications.

Keying on Function

AkzoNobel continues to supply advanced ingredients and insights that help manufacturers create personal care products with the sensory characteristics consumers prefer and expect. "Our active ingredients, rheology modifiers, film-formers, aesthetic modifiers, emulsifiers, conditioning agents and cleansing agents offer manufacturers the ability to formulate innovative and sustainable products that meet skin and hair care requirements worldwide," said Pereira.

During the 2016 Suppliers' Day, AkzoNobel will highlight the following solutions from its portfolio of ingredients for personal care:

- **Film-Forming Polymers for Hair Styling:** 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. "BIOSTYLE® hybrid polymers offer excellent hair volume boosting along with superior solution and gel clarity for styling products with a more natural touch," she said. "And BALANCE® RCFg polymer, a multifunctional film former and rheology modifier, offers versatile performance in a variety of hair styling systems." Vitale added that BALANCE RCFg polymer can be used alone or with other rheology modifiers to achieve a wide range of textures and product performance benefits in styling aids.

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

- **Film-forming Polymers for Sun Care:** DERMACRYL[®] 79 and DERMACRYL E polymers give superior water resistance and SPF retention in sunscreens ranging from alcohol-based continuous sprays to emulsion-based sun care products. Offering broad-spectrum UV-protection, they impart rinse-off and rub-off resistance, and a light, non-tacky feel on skin.
- **Conditioning Agents:** AkzoNobel conditioning agents enable formulators and manufacturers to strike the right balance of performance and sustainability. Derived from natural resources, they enable formulators to develop luxurious-feeling rinse-out and leave-in personal care products. CELQUAT[®] polymers provide excellent conditioning and they improve deposition of actives from rinse-off systems to hair and skin. ARMOCARE[®] VGH-70 and ARQUAD[®] SV-60P quaternary surfactants offer superior wet and dry combing of hair with excellent sensory properties.
- **Aesthetic Modifiers:** DRY-FLO[®] aesthetic modifiers, based on naturally-derived starch technology, have excellent oil adsorbing properties which help formulators create products that promise sensational sensory experiences. An economic and high-purity alternative for formulators, TAPIOCA PURE 100% natural starch reduces tack and perceived oiliness in aqueous and anhydrous formulations, for a pleasant and powdery feel on skin. PURITY[™] 21C PURE aesthetic enhancer is an effective oil absorber and is ideal for formulations that require high whiteness and free-flowing properties.
- **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. For example, the STRUCTURE[®] polymer series contains synthetic and natural rheology modifiers to give unique textures with thickening in various pH ranges. AMAZE[™] XT polymer offers suspension properties with a unique texture and is 100% natural. ELFACOS GT 282S enables formulators to create crystal clear gel and cleansing formulations at a wide pH range (2-12) in surfactants and water systems. And, BALANCE RCFg polymer provides excellent viscosity build with high clarity in the presence of surfactants, including sulfate-free systems.

NYSCC Suppliers' Day Information:

May 10 and May 11, 2015

The New Jersey Convention & Exposition Center

Edison, New Jersey

For more information, please visit: www.akzonobel.com/personalcare and follow us on:

- YouTube (<http://www.youtube.com/akzonobelsc>).
- Twitter (<https://twitter.com/AkzoNobelSCBU>).
- Google Plus (<https://plus.google.com/104987303392316500416/posts>).

AkzoNobel

AkzoNobel creates everyday essentials to make people's lives more liveable and inspiring. As a leading global paints and coatings company and a major producer of specialty chemicals, we supply essential ingredients, essential protection and essential color to industries and consumers worldwide. Backed by a pioneering heritage, our innovative products and sustainable technologies are designed to meet the growing demands of our fast-changing planet, while making life easier. Headquartered in Amsterdam, the

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Netherlands, we have approximately 45,000 people in around 80 countries, while our portfolio includes well-known brands such as Dulux, Sikkens, International, Interpon and Eka. Consistently ranked as a leader in sustainability, we are dedicated to energizing cities and communities while creating a protected, colorful world where life is improved by what we do.

Not for publication – for more information

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