

Genay, France – March, 2016

In Cosmetics 2016: COATEX to unveil a new rheology additive dedicated to naturally preserved cleansing products

In line with the latest trends in beauty and personal care products, Coatex, a world leader specialist of rheology, has designed the Rheostyl™ line, a range of rheology modifiers combining three key needs: suspension power, clarity and aesthetic flow. A new grade, the Rheostyl™ 85 L, dedicated to naturally preserved cleansing products will be introduced at In Cosmetics 2016 in Paris, from April 12-14, 2016.

The design of Rheostyl™ 85 L has been driven by the growing trend on natural preservatives. Parabens and other synthetic preservatives being increasingly black-listed, natural preservatives are becoming more and more popular. However, development of sophisticated cleansing products associating transparency, suspension of particles and sensorial textures still remains a challenge.

Rheostyl™ 85 L is a breakthrough technology addressing this unmet need. It will allow formulators to unleash their creativity while claiming "free of" all types of synthetic preservatives. Indeed, from pH 4 to 6, Rheostyl™ 85 L provides high transparency and superior suspension of any type of insoluble particles and beads as well as pleasant textures with smooth flow.



*"Rheostyl™ 85 L is a real breakthrough for the design of **naturally preserved formulations**" says Benoît Magny, Research & Development Director, COATEX GROUP.*

Two Innovation boxes will show case the outstanding performances of Rheostyl™ 85 L in innovative concepts of formula.

Coatex Sales and Technical Assistance team welcomes you at the Arkema booth #R 30 for technical discussions and exchanges.

About Coatex

Coatex designs and produces rheology additives for aqueous formulations and water-borne processes. With Innovation for Sustainable Development as a core strategy, Coatex is developing high performance additives to serve a wide variety of applications, such as Water-borne Paints & Coatings, Paper Coatings, Minerals Processing, Construction, Homecare and Water Treatment. With production sites in France, the Netherlands, USA, China, and a newly acquired site in Brazil, Coatex employs more than 400 people. Coatex is a subsidiary of the ARKEMA group, France's leading chemicals producer.

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For more information, please visit Coatex's website: www.Coatex.com