



Lubrizol's Avalure(TM) Polymer Wins Bronze at In-Cosmetics Global 2017

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News Release

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CLEVELAND, April 21, 2017 - The Lubrizol Corporation announces that its Avalure(TM) Flex-6 Polymer has been recognized with a Bronze Make-up Bar Award at the recent In-cosmetics Global event that took place in London, April 4 - 6. A new addition to In-Cosmetics, the award is attributed to the most innovative developments in color cosmetics and make-up.

Avalure Flex-6 polymer is a multifunctional water dispersible polymer that acts as an emulsion stabilizer, film former, pigment dispersant and co-thickener, with a unique sensory. It delivers the pigment compatibility, wide pH range and electrolyte-resistant O/W or W/O emulsion stabilization required for formulating today's high performance beautifying products. Its enhanced film forming properties and pigment dispersion capabilities provide rub-off resistant coverage that goes on evenly with a soft, powdery feel. Avalure Flex-6 polymer enables creation of a wide range of sun care solutions, active dermal creams and color cosmetics with luxurious aesthetics.

About Lubrizol Personal and Home Care

We develop, manufacture and market a broad range of specialty chemicals for skin, 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.

About The Lubrizol Corporation

The Lubrizol Corporation, a Berkshire Hathaway company, is a market-driven global company that combines complex, specialty chemicals to optimize the quality, performance and value of customers' products while reducing their environmental impact. It is a leader at combining market insights with chemistry and application capabilities to deliver valuable solutions to customers in the global transportation, industrial and consumer markets. Lubrizol improves lives by acting as an essential partner in our customers' success, delivering efficiency, reliability or wellness to their end users. Technologies include lubricant additives for engine oils, driveline and other transportation-related fluids, industrial lubricants, as well as additives for gasoline and diesel fuel. In addition, Lubrizol makes ingredients and additives for home care, personal care and skin care products and specialty materials encompassing polymer and coatings technologies, along with polymer-based pharmaceutical and medical device solutions.

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 8,300 employees worldwide. Revenues for 2016 were \$6.5 billion. For more information, visit Lubrizol.com.

Media Contact

Lee Roberts
216 447-6117

Website: www.lubrizol.com

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