



Lubrizon Introduces Exciting New Product Concepts at NYSCC

May 2, 2017



CLEVELAND, May 2, 2017 - The Lubrizon Corporation announces it is introducing several new personal care concepts at this year's NYSCC show at the Jacob K Javits Center in New York, May 2-3. Visit Lubrizon booth #710 to Delight Your Senses with a full array of new product concepts with unique textures.

In **skin care**, Lubrizon is introducing **Pemulen(TM) EZ-4U Polymeric Emulsifier**, an easy-to-disperse, robust and highly efficient solution for providing emulsion stability in skin and sun care products, combining a smooth texture and a pleasant fresh sensory. We will also highlight innovative face color cosmetic formulas featuring the versatility of **Avalure(TM) Flex-6 polymer** to stabilize a variety of highly pigmented systems, from W/O to O/W emulsions, with soft after feel and comfortable wear.

Lubrizon will also feature a new concept targeting busy mothers that choose to be both 100% mother and 100% woman. Lubrizon assists in making this possible with its latest "**WOW MOM**" beauty survival kit, offering active mothers an opportunity to indulge and care for their skin, and to have that special moment for themselves every day.

In **cleansing**, Lubrizon will showcase new prototypes for facial, body and hand cleansing that deliver a sensational cleansing experience which includes soft, smooth skin feel, brilliant product aesthetics as well as formulation & manufacturing flexibility for a range of chassis. Included in the cleansing concepts is Lubrizon's new platform technology, **Carbopol® SMART** polymers and how they contribute to the development of advanced cleansing products. Experience Carbopol SMART in Virtual Reality at Lubrizon booth #710.

In **hair care**, a new rheology modifier with unprecedented versatility targeting styling applications is being introduced. **Carbopol® CLEAR polymer** offers formulators easy access to a wide choice of product formats ranging from traditional styling gels with brilliant clarity toward novel product textures, clays and waxes.

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(TM).

About The Lubrizon Corporation

The Lubrizon 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. Lubrizon 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, Lubrizon 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, Lubrizon owns and operates manufacturing facilities in 17 countries, as well as sales and technical offices around the world. Founded in 1928, Lubrizon has approximately 8,300 employees worldwide. Revenues for 2016 were \$6.5 billion. For more information, visit Lubrizon.com.

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