Clear. Natural. Affordable.
Sustainable solutions for styling

BIOSTYLE™ CGP, AMAZE™ XT and STRUCTURE® STYLE Polymers

AkzoNobel
Tomorrow's Answers Today

NEW!

Clear

Create sparkling clear gels in a more natural way with a unique innovation that combines the best of synthetic performance and sustainable technology in one polymer.

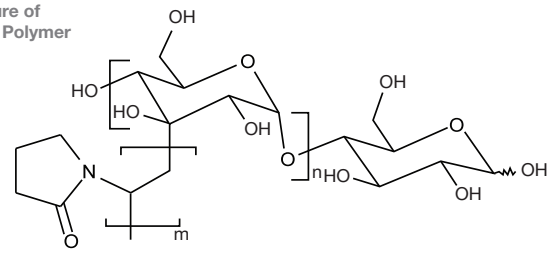
Biostyle™
POLYMERS FOR PERSONAL CARE

NEW BIOSTYLE™ CGP Polymer

INCI: Maltodextrin/VP Copolymer

- A new option to satisfy customer and consumer demands for natural and more sustainable styling products
- Over 50% natural content provides for a more sustainable formulating option
- Equal or better performance to PVP K-30 and PVP/VA with exceptional gel clarity and robust Carbomer compatibility

Proposed structure of BIOSTYLE™ CGP Polymer

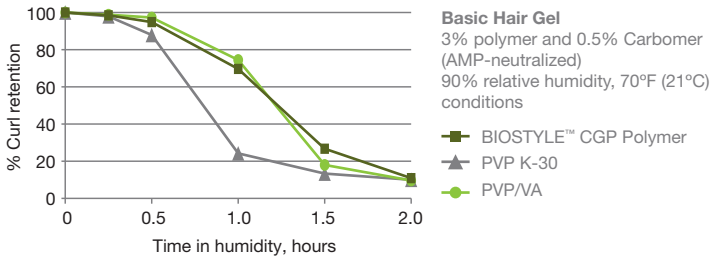


Features and benefits of BIOSTYLE™ CGP polymer

- Excellent performance in gels, mousses and styling aids
- Low viscosity liquid, easy to use
- Excellent product and gel clarity
- Compatible with commonly used formulation ingredients
- No perceptible differences in gel texture or rheology
- Globally acceptable preservative system
- Improved sustainability profile versus PVP and other synthetic fixative polymers

Performance with Clear Sustainability: BIOSTYLE™ CGP Polymer

High humidity curl retention with BIOSTYLE™ CGP polymer



Tests using a basic hair gel formulation indicate BIOSTYLE™ CGP polymer performs as well as commonly used synthetic polymers.

Ingredient compatibility

BIOSTYLE™ CGP polymer is compatible with most common gel additives, including, but not limited to panthenol, silicones, sorbitol, EDTA, GLDA, polyethylene glycols and polypropylene glycols.

BIOSTYLE™ CGP polymer is also compatible with Carbomer and many other rheology modifiers, including STRUCTURE® 2001 (Acrylates/Steareth-20 Itaconate Copolymer), the STRUCTURE® CEL series (Methyl Hydroxyethyl Cellulose, Hydroxyethyl Ethylcellulose and C12-16 Alkyl PEG-2 Hydroxypropyl Hydroxyethyl Ethylcellulose) and Acrylates/C10-30 Alkyl Acrylate Crosspolymer.

Use BIOSTYLE™ CGP Polymer in:

- Clear hair gels
- Spray gels
- Creams
- Lotions
- Mousses
- Serums
- Spritz
- Pomades
- Waxes

Natural

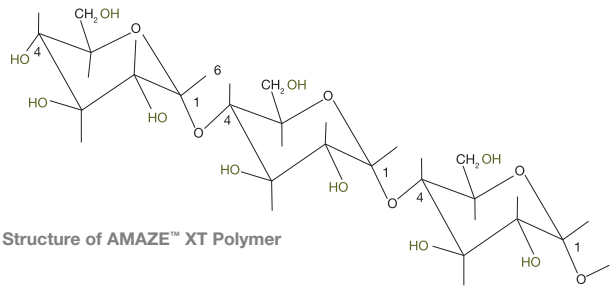
Get completely natural hold, humidity resistance and rheology control from a single ingredient that's 100% renewable.

Amaze™ XT
Performance...naturally

AMAZE™ XT Polymer

INCI: Dehydroxanthan Gum

- A multi-functional styling polymer with thickening and suspending capabilities
- 100% natural to support sustainable and renewable product claims



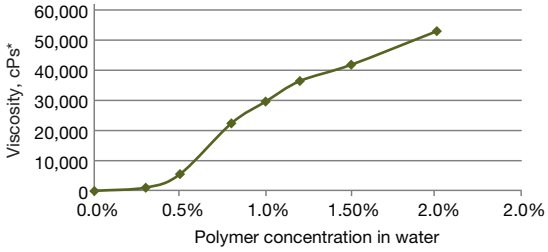
Structure of AMAZE™ XT Polymer

Features and benefits of AMAZE™ XT polymer

- Outstanding lasting hold under high humidity
- Multi-functional: fixative and thickener/suspending agent
- Ease of use — up to 80% faster gel production
- Superior wet and dry feel
- Ease of detangling and combing
- No flaking on hair
- Restylability — with easy combing and no flakes
- 100% natural

Performance…Naturally: AMAZE™ XT Polymer

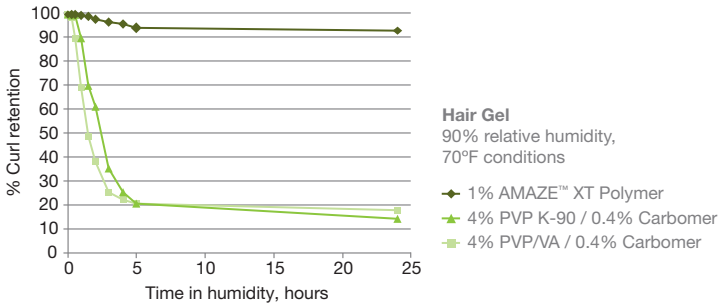
Viscosity vs. concentration of AMAZE™ XT polymer



*Viscosity was measured at 23°C using Brookfield DV-I, spindle #6 @ 10 rpm

Viscosity increases with increasing use levels of AMAZE™ XT polymer.

High humidity curl retention with AMAZE™ XT polymer



AMAZE™ XT polymer gives unprecedented shape protection to curls and provides around the clock curl retention even in highly humid conditions.

Use AMAZE™ XT Polymer in:

- Styling creams
- Styling lotions
- Spray gels
- Mousses
- Pomades
- Glazes

NEW!

Affordable

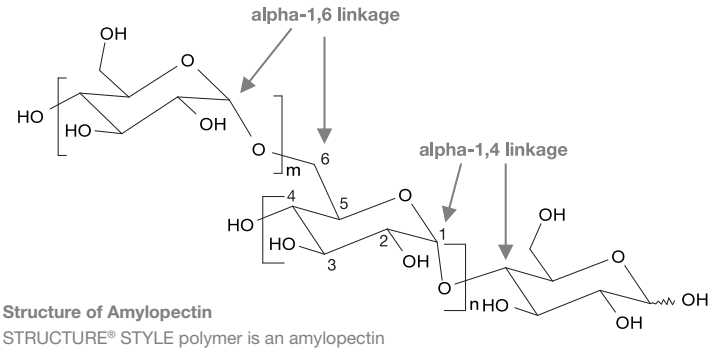
Deliver hold, texture and incredible hair feel with a natural element that adds value, not cost.

STRUCTURE™ RHEOLOGY MODIFIERS

NEW STRUCTURE® STYLE Polymer

INCI: Hydroxypropyl Starch Phosphate

- A sustainable, multi-functional ingredient that performs as a rheology modifier and film former, enabling its use in a wide range of styling products
- Offers excellent stiffness and high humidity curl retention
- Based on potato starch, STRUCTURE® STYLE polymer provides styling systems with “hand clarity” and efficient thickening
- Can be used over a wide range of pH and salt contents
- Formula cost savings through significantly reduced thickener requirement



Structure of Amylopectin

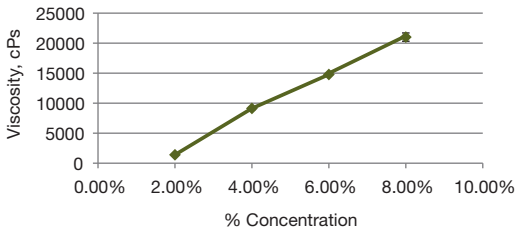
STRUCTURE® STYLE polymer is an amylopectin starch that has been chemically (hydroxypropylation/esterification) and physically (agglomeration/pre-gelatinization) modified.

Features and benefits of STRUCTURE® STYLE polymer

- Excellent performance in gels, mousses and styling aids
- Cold-water dispersible, easy to use
- Improved clarity compared to maize-based products
- Compatible with commonly used formulation ingredients
- Improved formulation economics
- Improved sustainability profile versus traditional styling polymers

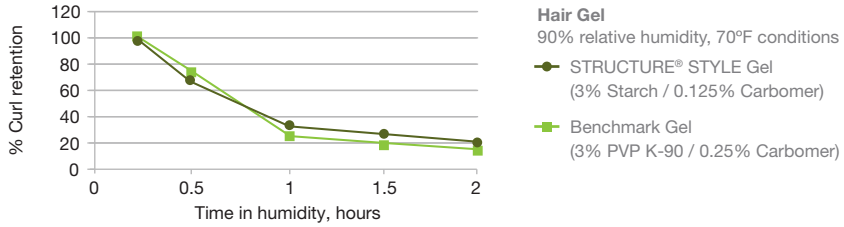
Performance and Value: STRUCTURE® STYLE Polymer

Viscosity vs. concentration of STRUCTURE® STYLE polymer



STRUCTURE® STYLE polymer thickens and forms stable gels at concentrations above 3% in water.

High humidity curl retention with STRUCTURE® STYLE polymer



STRUCTURE® STYLE polymer gives gels equal high humidity curl retention when compared to Carbomer/PVP benchmark.

Use STRUCTURE® STYLE Polymer in:

- Translucent hair gels
- Spray gels
- Styling creams and lotions
- Mousses
- Serums
- Waxes
- Pomades

United States:
AkzoNobel Surface Chemistry LLC
10 Finderne Avenue
Suite A
Bridgewater, New Jersey 08807-3300
Tel: +1 888 331 6212
Fax: +1 908 707 3664
Email: personalcare.usa@akzonobel.com

Europe:
Akzo Nobel Chemicals AG
Surface Chemistry
Industriestrasse 17A
CH-6203 Sempach Station
Switzerland
Tel: +41 41 469 6966
Fax: +41 41 469 6906
Email: personalcare.europe@akzonobel.com

Brazil:
AkzoNobel LTDA
Rodovia Akzo Nobel, 707
Itupeva
Sao Paulo, 13295-000
Brazil
Tel: +55 11 4591 8870
Fax: +55 11 4591 8804
E-mail: personalcare.southamerica@akzonobel.com

Mexico:
AkzoNobel
Av Vasco de Quiroga 3900-201C
Lomas de Santa Fe 05300
Mexico D.F.
Tel: +52 55 5261 7896/95
Fax: +52 55 5262 7899
E-mail: personalcare.mexico@akzonobel.com

China:
AkzoNobel (Shanghai) Ltd.
22F Eco City
No. 1788 West Nan Jing Road
Shanghai, 200040
P.R. China
Tel: +86 21 22205000
Fax: +86 21 22205558
E-mail: personalcare.china@akzonobel.com

Japan:
Akzo Nobel K.K.
Bancho Kaikan, 12-1, Goban-cho,
Chiyoda-ku, Tokyo 102-0076 Japan
Tel: +81 3 5275 6284
Fax: +81 3 3263 0713

South East Asia:
Akzo Nobel Surface Chemistry Pte Ltd
AkzoNobel House
3 Changi Business Park Vista #05-01
Singapore 486051
Tel: +65 66355100
Fax: +65 66355327
Email: personalcare.sea@akzonobel.com

Australia:
AkzoNobel Pty. Limited
8 Kellaway Place
Wetherill Park
NSW 2164 AUSTRALIA
Tel: +61 2 9616 6940/6900
Fax: +61 2 9609 6316
Email: personalcare.australia@akzonobel.com

India:
AkzoNobel India Limited
Plot No 1/1, TTC Industrial Area
Thane Belapur Road, Koparkhairane
Navi Mumbai – 400710, Maharashtra
India
Tel: +91 22 2778 7378
Fax: +91 22 2778 0054
Email: personalcare.india@akzonobel.com

AkzoNobel
Tomorrow's Answers Today

www.akzonobel.com/personalcare

AkzoNobel Surface Chemistry, a business unit of AkzoNobel, operates in 50 countries, employing over 2,100 people. Based in Chicago, IL, United States, with regional marketing, sales and R&D centers in United States, Brazil, Singapore, China, Russia, India and Sweden, we are leading supplier of specialty surfactants and synthetic and bio-polymers additives. We service a wide range of industries including agrochemicals, asphalt, cleaning, oilfields, mining, water treatment, home and personal care.

May 2013