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Media Release

Clariant International Ltd

Clariant's new EcoTain label gives "green" confidence to personal care industry

September 15, 2009 – Specialty chemicals expert Clariant announces the launch of its new EcoTain label to support the cosmetic and personal care industry's commitment to choosing greener products and formulation concepts.

Clariant's EcoTain concept stands for eco-friendly, economical and sustainable. All personal care products under the EcoTain label are naturally derived, APEO and EO free and low tox. They are all designed to meet the increasing need for greener products from the personal care sector.

EcoTain products are economically attractive, offering high cost efficiency through less waste generation and greater recycling, more efficient processes and lower production costs. This helps customers to achieve the desired formulation cost target without compromising on formulation properties.

All EcoTain personal care products are based on sustainable raw materials from renewable resources and plant extracts that comply with Environmental, Safety and Health standards. Their processing uses less raw material and lower energy consumption, reducing their emission potential and overall environmental impact.

For the personal care industry, this package of benefits covers the important consumer desire to combine a feel-good wellness factor with ethical and environmental concerns. The materials Hostacerin[®] SFO, Genagen[®] KB, Hostacerin[®] DGMS and Hostacerin[®] DGI have received EcoCert approval. Additional cosmetic ingredients are under approval at EcoCert, Nordic Swan and NaTrue.

Examples of EcoTain products and services for the cosmetics and personal care sectors include:

- **mineral oil free and EO free products based on natural resources**
 - emulsifier and emulsifier blends, such as Hostacerin[®] SFO – Clariant’s pioneering sunflower oil ingredient for revitalizing soft under-eye cream, day cream, smoothing soft cream and sunscreen cream; and Hostacerin[®] EWO – for the production of rich formulations such as night creams
 - Emollient Esters with Velsan[®] CCT
 - Surfactants/Cosurfactants and blends such as Hostapon[®], Medialan[®] and Genagen[®] for shampoos, shower gels and facial cleaners
- **formulation concepts**
 - ethersulfate-free, EO free mild shampoos and shower Gels with Hostapur[®] SAS 60
 - Rinse-off products based on Coco Betaine Genagen[®] KB, which gives higher viscosity without EO containing components
 - EO free rinse-off products with excellent mildness based on the surfactant blend Genagen[®] 3SB

Many products, such as Genagen KB and Medialan LD, are available from Clariant’s local production sites around the world – contributing to reduced transportation energy consumption.

The EcoTain label reflects Clariant’s on-going philosophy of managing its product portfolio and services to customers’ needs as well as the necessity to consequently develop products that are based on a naturally derived, secure and sustainable raw material basis. EcoTain is the latest in a series of concepts designed to help customers more easily meet the demands of the fast-growing personal care market segments. Clariant launched its men’s care and wet wipes concepts in April 2009.

Elmar Busch, Global Business Director Personal Care for Clariant comments: “Consumers are showing a high level of interest in natural cosmetics, associating green cosmetics not merely with the origin of the product but also with health and well-being implications, the manufacturing processes used and an increasing concern for sustainable development. Introducing the Clariant EcoTain label reaffirms our commitment to delivering green solutions to the personal care industry and will make it easier for our customers to identify and choose the eco-friendly products and processes they need to achieve greener formulations that meet industry and consumer expectations.”

Clariant's Personal Care business is a leading supplier to the Personal Care industry with a global network of production and R&D sites backed by extensive application know-how and a deep understanding of customer trends and product development. Dedicated to developing innovative cosmetic raw materials, Clariant's product ranges include emulsifiers, rheology modifiers, conditioning agents, additives, actives ingredients and cosmetic preservatives that provide performance enhancement to formulations using the latest technology and natural ingredients.

As the global market leader in conditioning, skin feel enhancement and rheology modifiers, Clariant has proven expertise in applying cosmetic formulations to improve and add features and benefits to customers' products.

For more information, meet Clariant at HBA Global Exposition & Conference, from September 15-17, 2009 in New York at booth 1541.

ENDS



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Clariant – Exactly your chemistry

Clariant is a global leader in the field of specialty chemicals. Strong business relationships, commitment to outstanding service and wide-ranging application know-how make Clariant a preferred partner for its customers.

Clariant, which is represented on five continents with over 100 group companies, employs around 20,000 people. Headquartered in Muttens near Basel, Switzerland, it generated sales of CHF 8.1 billion in 2008. Clariant's businesses are organized in four divisions: Textile, Leather & Paper Chemicals, Pigments & Additives, Masterbatches and Functional Chemicals.

Clariant is committed to sustainable growth springing from its own innovative strength. Clariant's [innovative products](#) play a key role in its customers' manufacturing and treatment processes or else add value to their end products. The company's success is based on the know-how of its people and their ability to identify new customer needs at an early stage and to work together with customers to develop innovative, efficient solutions.

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Genagen, Hostacerin, Hostapon, Hostapur, Medialan and Velsan are registered trademarks.