

News Release

Sekisui Introduces Selvol™ Ultalux for Personal Care

Dallas, May 24, 2013- Sekisui Specialty Chemicals, a global leader in polyvinyl alcohol (PVOH), officially launched five new cosmetic grade polymers on May 14, 2013. The new grades were introduced under the Selvol Ultalux brand at the New York Society of Cosmetic Chemists Suppliers Day in Edison, New Jersey. Ultalux FP, Ultalux FA, and Ultalux FF are equivalent to the most popular Selvol PVOH grades. They are perfect additions to personal care formulations due to their wide spectrum of performance attributes, including excellent adhesion, range of viscosities, and good tensile properties. Independent testing has demonstrated that Ultalux FA is non-irritating and delivers active ingredients several layers into the skin.

Sekisui is particularly excited about Ultalux SC and Ultalux AD. These two grades include highly functional copolymers that provide increased hydration and increased film adhesion respectively. The safety and quality of all the Selvol Ultalux personal care grades have been confirmed by third party laboratory testing. These products are now available for purchase and sampling. Please contact your Sekisui Specialty Chemicals representative to improve your personal care formulations with Selvol Ultalux.

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