PRESS RELEASE FOR IMMEDIATE RELEASE:
LexFeel® Vibrant Wins Bronze ITEHPEC Innovation Award 2018

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October 4, 2018 (Philadelphia, PA USA) — LexFeel® Vibrant, a patented color-enhancing sensory agent, received the Bronze ITEHPEC Innovation Award 2018 at in-cosmetics Latin America, São Paulo, Brazil.

The award, created by ITEHPEC, the Institute of Technology and Studies for Cosmetics, Toiletries and Fragrances, an arm of the Brazilian Association of the Cosmetic, Toiletry and Fragrance Industry (ABIHPEC), serves to encourage and recognize innovation in the CT&F Industry.

LexFeel® Vibrant (Palm Acid/Adipic Acid/Pentaerythritol Crosspolymer) is a sensory modifying polyol polyester that improves pay-off and vibrancy of pigments in color cosmetics. This unique polymer maintains formulation clarity when mixed with other clear oil phase ingredients. The clear base formulation with LexFeel® Vibrant allows significantly enhanced color quality and vibrancy which provides the opportunity for formulators to reduce pigment load by up to 50% without performance loss.

The innovative technology, patented by INOLEX Chief Scientist, Rocco Burgo, offers numerous benefits to the Color Cosmetic Industry. LexFeel® Vibrant provides structure in anhydrous applications such as lipsticks, glosses, and butters. It is well suited to emulsions and aids in pigment dispersion for an even visual effect. As such, the ingredient facilitates the design of bright and vivid color cosmetics with unique textures and a rich, moisturizing sensory experience.

Members of the INOLEX do Brasil team accepted the award. The INOLEX do Brasil Sales and Demo Center, located in São Paulo, provides clients an opportunity to explore the use of new ingredient technologies in beauty care with tailored, technical guidance and hands-on formulation assistance. To make an appointment, contact Cris Saiani at csaiani@inolex.com.

About INOLEX
INOLEX, an independent, global cosmetic ingredient company with expertise in synthesis and formulation provides innovative materials for the world's leading cosmetic and consumer product companies. The list includes safe, natural and sustainable technologies for preserving cosmetics,
natural replacements for silicone, high-performance polymers for sun-care applications, and other renewable green-chemistry ingredients. INOLEX uses sustainable technologies to focus on effective solutions.

About ieS LABO, INOLEX Provence
Founded in 1986, ieS LABO is a producer of natural ingredients that are used in cosmetics for their wellness benefits and consumer appeal. ieS LABO is organic certified by Ecocert France, as well as by the National Organic Program (USA), NATRUE (Germany), and COSMOS (Europe).

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