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FOR IMMEDIATE RELEASE

Parsippany, New Jersey – Sonneborn, Inc. is excited to announce the launch of **SonneNatural® 200 Series**, the latest innovative collection of **Nature's Finest Emollients**. This exciting line of 100% vegetable based emollients for the personal care and cosmetic industry is an extension of the existing **SonneNatural® Brand** and includes three novel offerings, each exceptional and elegant – the ultimate ingredients to help grow your brand, naturally! The official launch date for **SonneNatural® 200 Series** is **May 15, 2012 at SCC Suppliers Day in Edison, New Jersey**.

Sonneborn believes the **SonneNatural® 200 Series** is the best choice for **100% natural emollients**. **The three distinctive blends: SonneNatural H-203, S-205 and J-207** offer a range of slip, gloss and cushion to fit any formulation requirement, while providing exceptional TEWL performance. Sonneborn recognizes the importance of even the most subtle, yet specific differences that are often crucial to defining a finished formula. As such, we continue to apply our technical expertise in growing our line of 100% naturally derived emollients. Each product adds substantive feel and body to formulations without the negative attributes associated with fillers, such as starch and clay.

Often, "all natural" products can be inferior substitutes regarding color, odor, performance and consistent quality. According to Clay Rozic, Sonneborn Development Scientist for the SonneNatural Line, "The careful selection of raw materials led to the creation of products that have superior polymorphic stability. All triglycerides and fats typically have three crystalline forms: α , β' and β . Each of these polymorphs has a different solid state symmetry and appearance." Further, "Many naturally based materials often exhibit fat blooms, oil bleed and different hardness due to the polymorph that it is in. SonneNatural is a very stable material that, through specific cooling and shear rates, creates a β polymorph with triclinic symmetry."

Sonneborn utilizes solid expertise in petrolatum development, purification and manufacturing to make the finest natural alternatives imaginable. Despite the notion that there is only "one petrolatum", there are in fact numerous combinations of attributes that lead to uniquely different petrolatum products. Similarly, Sonneborn applies this same developmental expertise in creating a range of vegetable based, natural emollients. Along with progressive technical capabilities and outstanding service, Sonneborn delivers the very best value in the industry.

Visit us at Booth #1012 at SCC Suppliers Day, Edison, NJ, to experience pure, natural excellence.

For more than 100 years, Sonneborn has been setting industry standards the world over for the finest possible white oils, petrolatums and microcrystalline waxes in beauty, personal care and pharmaceutical products. The Sonneborn Scientists who have developed SonneNatural, SonneNatural Select and the *newest SonneNatural 200 Series* will be at SCC Suppliers Day to discuss your formulation needs.

Samples available after launch. Contact Jeff Picerno at 724.756.9582 or jeff.picerno@sonneborn.com

www.sonneborn.com

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