

A conversation with Laurie J. Marshall, Global Marketing Manager, Personal Care Applications, AkzoNobel Surface Chemistry

Euro Cosmetics: *AkzoNobel Personal Care is the world's leading supplier of natural and synthetic polymers and surfactants for the personal care industry. What are your primary activities?*

Laurie J. Marshall: We are focused on our core technology platforms, which include film-forming polymers, conditioning agents, aesthetic modifiers, and rheology control agents, as well as surfactants and specialty additives. We strive to develop high performance ingredients and superior expertise in the application of these technologies across the breadth of personal care applications. We strive to help the formulator - from the multi-national brand owner to a local or regional entity - create the finest form and function in personal care products.

Euro Cosmetics: *Your company takes the scientific aspect very seriously. Can you describe it for us?*

Laurie J. Marshall: Surface Chemistry is at the core of all we do. It's essential for us to excel in all the elements needed to create high-performance personal care products. We use a balanced combination of chemical expertise, process technology and applications know-how to solve problems and provide innovation and inspiration for our personal care customers.

Euro Cosmetics: *With BALANCE® RCF polymer you are offering a product in the hairstyling sector that is low tack and provides curl retention in high humidity. What else distinguishes this product?*

Laurie J. Marshall: This unique polymer functions as both a fixative and a rheology modifier, allowing the formulator to replace two ingredients with one. BALANCE® RCF polymer offers unsurpassed formulating versatility: it can be used alone, with Carbomer and with other fixative polymers and rheology modifiers to achieve a wide range of textures, rheological properties and product performance benefits. The wide



*Laurie J. Marshall,
Global Marketing Manager, Personal Care
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formulating latitude of BALANCE® RCF polymer also lends to its use in surfactant systems - such as personal cleansers and shampoos - where it provides effective and efficient rheology control across a broad range of surfactant levels. This robust performance and versatility - along with its ease of use and cost-effective performance, makes BALANCE® RCF polymer an excellent choice for many applications.

Euro Cosmetics: *And how was the response of the customers?*

Laurie J. Marshall: BALANCE® RCF polymer has been very well received by our customers. We understand that there are long approval cycles in personal care, and we are very encouraged by the interest level at customers around the world. We have quite a few customers already in the process of approving the polymer. People are attracted to its ease of use, robust performance and value in use.

Euro Cosmetics: *With HYDROVANCE® moisturizing agent you have developed a moisturizing effective ingredient for skin care products. What is special about it?*

Laurie J. Marshall: HYDROVANCE® moisturizing agent is a unique humectant that provides highly efficacious and long-lasting moisturization, plus increased skin elasticity. While there are a range of moisturizing actives on the market, HYDROVANCE® moisturizing agent features enhanced tactile sensory performance in formulations along with excellent value in use.

Euro Cosmetics: *More sustainable surfactant technology is also important to your company. What are you offering here?*

Laurie J. Marshall: AkzoNobel's sustainability framework maps out a progression towards more sustainable operations and focuses on developing sustainable value propositions, incorporating sustainability throughout the value chain and making continuing improvements to ensure future operations. Our sustainability initiatives help to create value for our company and our customers by providing improvements in sustainability in raw material usage, manufacturing processes and product innovation. Continued development of such solutions demonstrates improvement in our operations and allows downstream users to reduce their footprints and environmental impacts.

Some recent examples of environmentally-preferred technologies introduced by Personal Care include our BIOSTYLE™ CGP and XH polymers, STRUCTURE® style polymer, and ARMOCARE® VGH-70 and ARQUAD® PC SV-60 PG conditioning agents. These offerings all improve upon traditional offerings, in terms of the renewable raw materials which are used in their manufacturing. They also provide downstream benefits to our customers through ease of use and reduced energy demand in processing.

Euro Cosmetics: *Thank you for the conversation.*