

Natural Cosmetic Ingredients

Partnering with BioAmber to promote natural silicone alternatives.



Inolex's History & Evolution

- More than 100 years in oleochemistry.
- More than 50 years manufacturing esters and polyesters.
- Current owners, the Plimpton Family, since early 80s.
- Since 2007, globalization & innovation program — goal is to be a *global* leader in personal care ingredient innovation
- First to market and IP driven

Several
market
firsts

natural silicone replacements
natural cationic hair conditioner
natural broad spectrum preservation



Our Market: End-users you may of heard of

Johnson & Johnson



L'ORÉAL



ESTÉE LAUDER



AVON



P&G



Unilever



CLINIQUE



Our Market: End-users that are emerging

CALIFORNIA BABY®
safe • natural • fun



Yes TO carrots™



HUGO NATURALS



COSLYS



Nature's Gate



Healthy Times®

INOLEX
personal care ingredients

Ingredient Innovation Philosophy

Consumer Values, Demographics, Shifting Wealth



Lifestyles (e.g. LOHAS)

Lifestyles
Of
HHealth
And
Sustainability

Consumer
Choice

- Lifestyle driven

Cosmetic
Ingredient
Selection

- Must enhance the lifestyle effect

Ingredient
Innovation

- Inolex as a *lifestyle chemical company*



Inolex's LOHAS Innovations

Silicone Replacements (LexFeel D4/D5)
Palm-free *Brassica* derivatives (ProCondition22)
Paraben-free solutions (Spectrastat)
Natural Silicone Replacements (LexFeel N-Series)
Fully natural & ecological conditioners (Emulsense)
Non-endocrine disrupting technologies

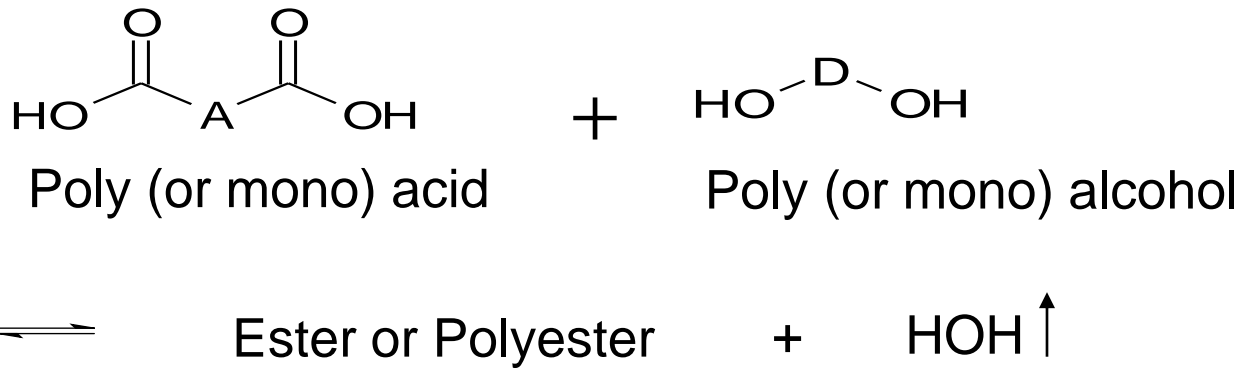
Increasing level of
LOHAS commitment

Increasing
Complexity

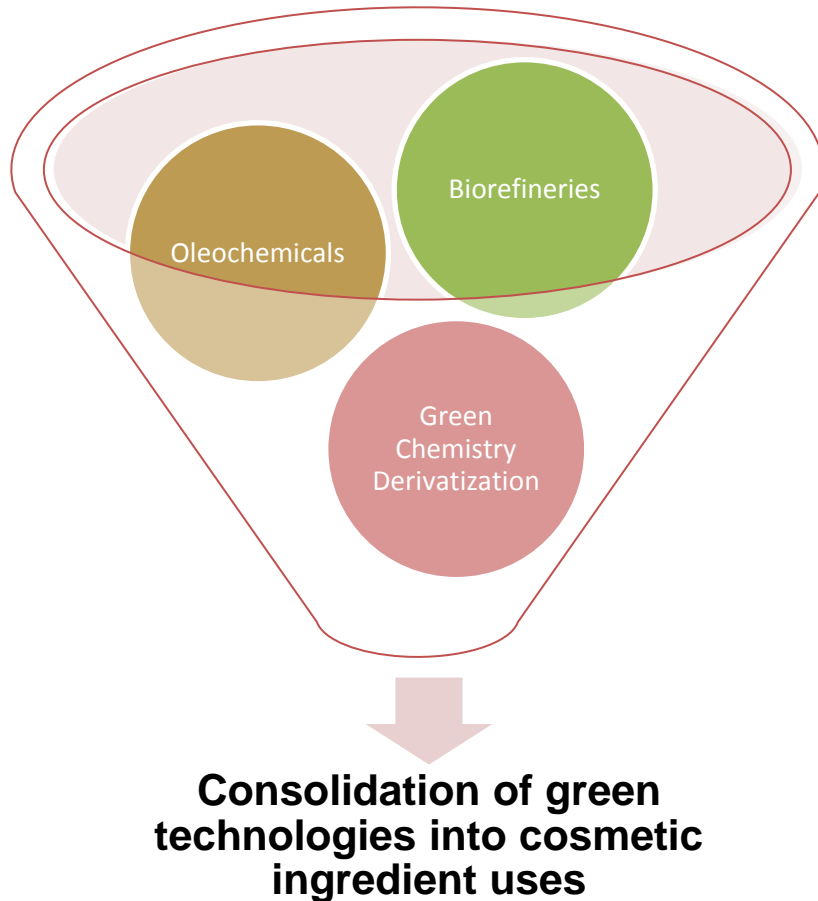


LOHAS and All Natural

- 100% non-petrochemical inputs
- Green chemistry
e.g. esterification



Partnerships for LOHAS Cosmetic Ingredients



Partnerships are the ideal way to meet the needs of this market.

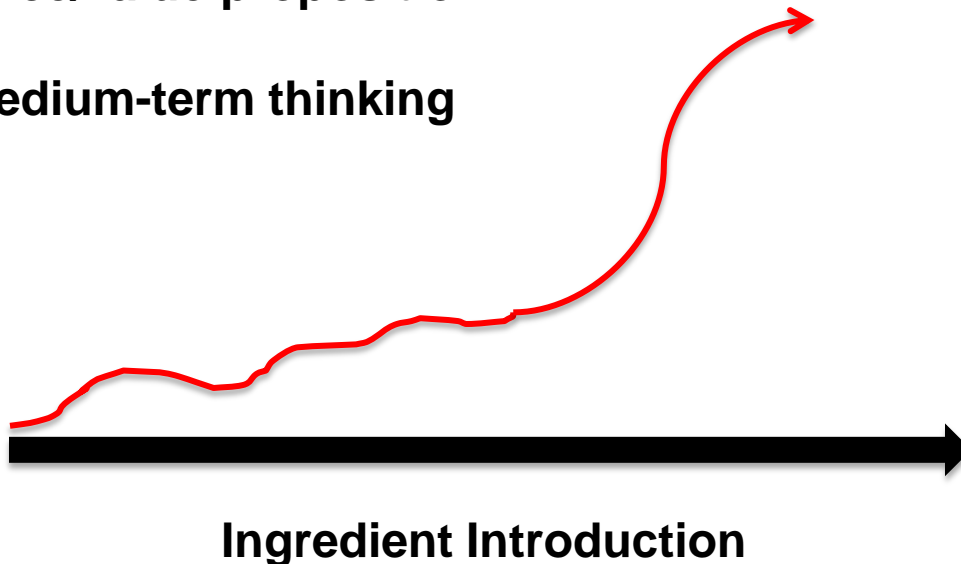
- Variety: cosmetic industry needs huge number of ingredient
- End-Use Expertise: formulation, claims, regulatory, certification
- Integrity in the supply-chain



Partnership Needs

What Inolex requires for our green chemistry innovation:

- **100% non-petrochemical inputs (fully natural)**
- **Transparency around the supply chain (bumpy introductions)**
- **Price/value proposition**
- **Medium-term thinking**



BioAmber – Inolex Partnership

- Since 2005, multiple Inolex projects for replacing silicones in personal care (polymer and poly-esters)
- 2008 Inolex discussions with BioAmber predecessor company
- 2008 Inolex developed bio-succinic ester options
- 2010 on-streaming of BioAmber Pomacle plant
- 2011 Inolex completes formulations, claims, certification, and safety
- 2012 Launch
- 2013 Joint marketing

LexFeel N Series

Natural fluids that match the sensory and performance attributes of silicone fluids in personal care.



Why Silicone Replacement?

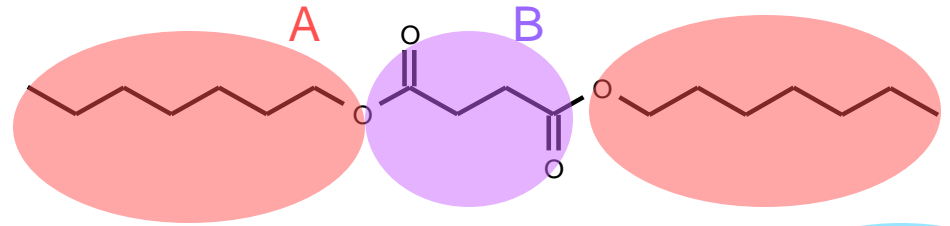
- LOHAS mega trend
- Silicones are perceived as too technical, too chemical, and not holistic

Silicone Free Sells

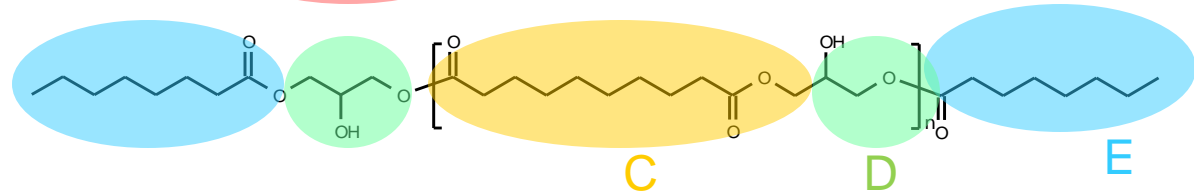


LexFeel N Series

diheptyl succinate



capryloyl glycerin/sebacic acid copolymer



A heptyl alcohol, from pyrolysis of castor oil

B succinic acid, from fermentation

C sebacic acid, from oxidation of castor oil

D glycerin, from coconut oil

E caprylic acid, from coconut oil



The LexFeel N Benefits

1. The slip, the feel, the non-greasiness that consumers expect
2. Every natural claim imaginable (COSMOS, NaTrue, sustainability, etc)
3. Non irritating, non sensitizing, non toxic by all the recognized testing requirements
4. “Readily Biodegradable” and “Non Toxic to the Aquatic Environment”



Co-Marketing

MYTH:
NATURAL INGREDIENTS
SACRIFICE PERFORMANCE.

FACT:
SOME DO. **SOME DON'T.**



LexFeel® N Series.

Inolex now brings you a fully natural, fully functional silicone replacement powered by BioAmber succinic acid. With no compromise in performance, reliability or value.

Learn more at www.inolex.com/LexFeel-N
Learn more about BioAmber at www.bio-amber.com



All of the benefits and all of the claims reflected in one global, targeted campaign.

Inolex clearly selling and supporting the product, with the benefits of “BioAmber inside”.



Take-Aways

Green is good, but LOHAS is better.

SMEs like Inolex may be best partners for first-to-market penetration in niche markets.

BioAmber/Inolex partnership hit all the key criteria, and LexFeel N a massive success in cosmetics.

