

## Zemea® Propanediol Innovation Award Program Eligibility and Criteria

### Objective:

DuPont Tate & Lyle Bio Products wishes to recognize a company that has demonstrated innovative excellence in developing and/or marketing products formulated with Zemea® Propanediol.

### Eligibility for Nomination:

This award will focus on recognizing excellence for innovations that were implemented during January 1st, 2011 through December 31st, 2012 in one of the following areas:

1. Cosmetic and personal care manufacturers who have commercialized a product for retail with Zemea® propanediol.
2. Ingredient manufacturers who have commercialized a new product that contains Zemea® propanediol. For example, Zemea® may be a carrier or part of a preservative system.

### Award Categories:

The award may be given for any of the following activities related to a product formulated with Zemea®:

1. New product launch
2. Merchandising campaign
3. A novel marketing promotion
4. Special delivery system

### Nomination Process:

1. Companies may nominate themselves or other companies. DuPont Tate & Lyle (DT&L) authorized distributors may nominate companies. DT&L employees may not nominate companies although they may suggest to a company that they nominate themselves.
2. Nominees will complete the DT&L Innovation Award Program Nomination form and submit to Rose Durham, Global Marketing Manager-DT&L. Please feel free to include any supporting materials such as documents, pictures, videos, etc.
3. Nomination forms and any supporting materials must be received no later than January 31, 2013.

### Selection:

Nominations will be judged, compared and evaluated by a panel of experienced leaders in the cosmetics and personal care industry. This year's judges include Steve Herman, Chair-Elect of the New York Society of Cosmetic Chemists and Adjunct Professor-Fairleigh Dickinson University, Tom Branna, editor of HAPPI magazine and Steve Hurff, VP of Marketing & Sales-DT&L. Winner will be announced on February 25<sup>th</sup>, 2013, the timing to coincide with the Personal Care Products Council annual meeting.