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Brenntag North America Opens Expanded Personal Care Application & Development Center

Brenntag North America, Inc., part of the Brenntag Group, the global market leader in chemical distribution, announces the grand opening of its newly expanded Personal Care Application & Development Center in Allentown, PA.

The Brenntag North America Personal Care Application & Development Center will further support customers in the United States and Canada who face personal care formulation challenges with technical solutions and inventive ideas.

Brenntag's Personal Care team provides application assistance, formulation advice, ingredient recommendations, and starting point formulas. The applications center is continuously expanding its formulation library with new and unique formulations. Each year, the center debuts new hair care, skin care, and color cosmetic prototypes at industry trade shows. These prototypes serve to showcase trends in the market, as well as unique uses for ingredients offered by Brenntag. Starting point formulations can be customized to fit customer goals and manufacturing requirements. Furthermore, formulary sheets detailing processing instructions, key ingredients, and benefits are often provided as a resource.

Christina Dean, Applications Lab Director, and Terri Winters, Senior Personal Care Chemist, provide over 50 years of formulation experience in color cosmetics, hair care, and skin care. "In addition to offering technical guidance, the application center provides our customers with proof of concept formulations showcasing the latest in ingredient technology and industry trends. These formulation prototypes can be used as a starting point for formulators looking to shorten development time or as a guide to using a unique, specialty raw material," states Christina Dean. "I am excited the laboratory expansion will allow us to be more innovative in developing new formulations for the hair, skin, and color cosmetics markets and to be a better technical resource for our customers."

About Brenntag:

Brenntag, the global market leader in chemical distribution, covers all major markets with its extensive product and service portfolio. Headquartered in Essen, Germany, the company operates a global network with more than 580 locations in 73 countries and a workforce of more than 16,600 employees. In 2018, the company generated sales of EUR 12.6 billion (USD 14.8 billion). Brenntag connects chemical manufacturers and chemical users. The company supports its customers and suppliers with tailor-made distribution solutions for industrial and specialty chemicals. With more than 10,000 products and a world-class supplier base, Brenntag offers one-stop-shop solutions to around 195,000 customers. This includes specific application technology, an extensive technical support and value-added services such as just-in-time delivery, product mixing, formulation, repackaging, inventory management and drum return handling. Long-standing experience and local excellence in the individual countries characterize the global market leader for chemical distribution.

For more information on Brenntag North America, please visit www.brenntagnorthamerica.com.

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