



Noveon® Consumer Specialties

Noveon® Consumer Specialties offers a versatile line of ingredients that have a long history of successful use in personal care, home care, pharmaceutical and food formulations:

Our specialty ingredients focus on claims-driving, indispensable technology for **personal care applications** and are used to enhance the rheology, sensorial appeal and overall aesthetics of formulations.

Household, Institutional and Industrial (HI&I) ingredients add value to product formulations, economically, through increased performance and enhanced applications. Our materials improve overall product functionality and product delivery.

Our high performance **pharmaceutical ingredients** are used in both prescription and over-the-counter products. The ingredients impart valuable functional benefits to finished drug products such as controlling drug release from tablets and improving flow properties in semisolid and liquid formulations.

Lubrizol is a global supplier of unique **food ingredients** that are suitable as natural texturizers for a variety of applications including ice cream, dairy, meat, and canned pet food.

Recognized brand names include: Carbopol® polymers, the industry standard in rheology modification, stabilization and suspension, naturally derived methyl glucoside derivatives such as Glucamate™ thickeners and emulsifiers, Glucam™ and Glucquat™ humectants, and Glucate™ emulsifiers, Fixate™ styling polymers, sensory modifiers like Schercemol™ and Hydramol™ esters, SilSense® specialty silicones and lanolin derivatives, Chembetaine™ and Sulfochem™ surfactants and performance blends, Diagum™ hydrocolloids and Novethix™ L-10 polymers for HI & I applications.

As part of the Lubrizol family, Noveon® Consumer Specialties is positioned to take innovation further, with advanced technology, unsurpassed expertise, a strong global infrastructure and, always, one focus: our customers' success. Noveon® Consumer Specialties is here to support formulators every step of the way with a balanced portfolio of high quality specialty ingredients, plus a wide variety of prototypes, starting formulations and technical knowledge all backed by unsurpassed technical support and a global supply chain. It's our business to help our customers succeed.

Products and Applications

This global business supplies specialty ingredients to the following markets:

Personal Care

- Hair care
- Hair styling
- Personal cleansing
- Skin care
- Sun care
- Color cosmetics

Household, Institutional and Industrial

- Hard Surface Cleaners
- Fabric Care
- Auto Cleaning Care
- Dish Care
- Thickened Deicing Systems
- Alkaline Batteries

Pharmaceuticals

- Tablets and capsules
- Gels, lotions, creams
- Oral liquids
- Bulk laxatives
- Bioadhesive formulations
- Toothpaste

Food

- Cheese and other dairy products
- Meat products
- Wet pet food



Research, Manufacturing and Sales

The Lubrizol Corporation is geographically diverse, with an extensive global manufacturing, supply chain, technical and commercial infrastructure. Lubrizol owns and operates manufacturing facilities in 17 countries, as well as sales and technical offices around the world.

Contact Information

For additional information about Noveon® Consumer Specialties, visit our Web site at www.lubrizol.com.



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