



Press release

RHODIA INTRODUCES RHODAPEX® ESB-70 NAT, A UNIQUE RENEWABLE SURFACTANT OF VEGETABLE ORIGIN FOR ECO-FRIENDLY PERSONAL CLEANSERS & DETERGENTS

Paris (France) – USA (Cranbury) – April 6th, 2010 – Global specialty chemicals producer Rhodia has introduced Rhodapex® ESB-70 NAT, a vegetable-based SLES – Sodium Laureth Sulfate – ideal to formulate natural and high performance shampoo, body wash, liquid hand soap and detergents.

Rhodapex® ESB-70 NAT is based on ethylene oxide made from sugar cane and lauryl alcohol sourced from palm oil. This unique petrochemical-free and preservative-free SLES is suitable to design Ecocert cosmetic formulations.

In addition to its eco-friendly profile, Rhodapex® ESB-70 NAT presents a carbon footprint* highlighting a thirty percent reduction in Green House Gas emissions as compared to conventional SLES. This CO₂ footprint results in particular from energy generation from sugar cane wastes during the upstream production steps. Moreover, this new surfactant is available in a high active form (seventy percent), reducing the overall volume shipped and stored, and therefore contributing to preserve the environment.

“We have designed this renewable and vegetable-based SLES in response to consumer demand for sustainable products, without compromising performance and sensorial benefits” commented Sébastien Méric, Vice President, Home and Personal Care, Rhodia Novecare. He added *“With Rhodapex® ESB-70 NAT, Rhodia offers formulators an eco-friendly and efficient alternative to conventional SLES, one of the most widely used surfactants in various cleansing and detergent products.”*

*Rhodia has quantified the carbon footprint internally based on its overall life cycle including end-of-life of Rhodapex® ESB-70 NAT compared to conventional petrochemical-based SLES.



Rhodia is an international chemical company resolutely committed to sustainable development. As a leader in its businesses, the Group aims to improve its customers' performance through the pursuit of operational excellence and its ability to innovate. Structured around six Enterprises, Rhodia is the partner of major players in the automotive, electronics, flavors and fragrances, health, personal and home care markets, consumer goods and industrial markets. The Group employs around 13,600 people worldwide and generated sales of €4.03 billion in 2009. Rhodia is listed on Euronext Paris.

Rhodia Novincare, with a net sales of €827 million in 2009 is one of the six Group's Enterprises and provides high-performance products and solutions to a wide range of industries including cosmetics, detergents, agrochemicals and oil, as well as coating and industrial applications. Thanks to a worldwide industrial footprint and global R&D and tech-support network, Rhodia Novincare holds leading positions in the surfactants, phosphorus derivatives, natural polymers, synthetic polymers and monomers technologies, and eco-friendly oxygenated solvents. Rhodia Novincare has developed particular expertise valuable to answer and anticipate customer's needs in protection, surface modification, rheology, active delivery, improvement of formulations and processes, environment and health respect.

For more information, please visit our website:

www.rhodia.com

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