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NEWS RELEASE

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Gelest's Unique Surface-Treated Pigments Targeting Cosmetic Formulations Showcased in New Brochure

MORRISVILLE, Pa. (April 16, 2010) – Gelest, Inc. has published a new brochure detailing specialty surface treatments based on in-house technology addressing the new product development initiatives in the cosmetic industry. Using self-manufactured compounds, Gelest has developed a line of surface-modified pigments and fillers designed to address the color cosmetic chemist's formulation needs. The surface treatment process that is carried out on the pigments and fillers is performed at Gelest's newly constructed powder facility. With the expansion of Gelest's manufacturing capabilities, surface modification of customer-supplied substrates is offered, including those requiring special handling, such as inert atmospheres, low temperatures, or vacuum drying.

The brochure details the dramatic effects surface modification has on slip, durability, dispersion and loading to enhance the overall performance in foundation, mascara, eye shadow and concealer.

To obtain a copy of the new brochure or to engage in discussions to explore solutions, please contact Gelest at info@gelest.com or check out our web-site at www.gelest.com.

Gelest, Inc.
Enabling your Technology

Manufacturers of Silanes, Silicones & Metal-Organics
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About Gelest

Gelest, Inc., headquartered in Morrisville, Pennsylvania, is recognized worldwide as an innovator, manufacturer and supplier of commercial and research quantities of organosilicon compounds, metal-organic compounds and silicones. Gelest serves advanced technology markets through a materials science-driven approach. The company provides focused technical development and application support for semiconductors, optical materials, pharmaceutical synthesis, diagnostics and separation science, specialty polymeric materials and cosmetics:

“Gelest – Enabling Your Technology.”

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