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## NEWS RELEASE

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SCC 72<sup>nd</sup> Annual Meeting & Technical Showcase  
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For Immediate Release

### **Gelest Will Again Expand Production Capacity for Surface-Treated Pigments in Personal Care Applications**

*Material Sciences innovator also shares new data of its surface-treated pigments at SCC Annual Meeting, demonstrating substantial improvements in wear resistance by 40%.*

MORRISVILLE, Pennsylvania (December 11, 2018) – Gelest Inc., a leading manufacturer and innovator in the material sciences industry, today announced plans to further expand production capacity for surface-treated pigments in personal care applications. Presenting at the Society of Cosmetic Chemists (SCC) 72nd Annual Meeting and Technical Showcase, Gelest also unveiled new test data demonstrating strong product performance improvements in its surface-treated pigments segment. Gelest last increased its surface-treated pigment capacity in May. It expects to bring the additional capacity online in 2019.

“Demand for Gelest’s surface-treated pigment products is growing much faster than anticipated, so we are extremely pleased to expand capacity once again,” said Daria Carlin Long, Gelest personal care business lead. “The increased production will allow us to better serve our customers as we continue to create highly customized and

innovative surface chemistries that meet their specific requirements and enable their technologies.”

Recent tests of Gelest’s latest surface-treated pigment formulations showed a 40 percent increase in wear resistance for eye shadows and foundations. That data was unveiled today at the SCC Annual Meeting, which runs through Dec. 12 in New York.

“These improvements greatly enable cosmetic formulators to deliver products with highly desirable features such as the long-lasting wear preferred by consumers,” said Long.

Gelest’s unique surface-treated inorganic pigments and fillers not only improve end-product performance and durability, but help reduce production costs. The company offers hydrophobic, oleophilic, and hydrophilic inorganic pigments such as titanium dioxide, iron oxides, talc, sericite and Ultramarine Blue pigment.

To learn more about Gelest surface-treated pigments for personal care applications please email [info@gelest.com](mailto:info@gelest.com). To view a complete product listing, please visit [Gelest.com](http://Gelest.com).

### **About Gelest**

Gelest, Inc., headquartered in Morrisville, Pennsylvania, is recognized worldwide as an innovator in the manufacture and supply of commercial and research quantities of organosilicon compounds, metal-organic compounds and silicones. Gelest serves advanced technology markets through a materials science-driven approach, providing focused technical development and application support for cosmetic products, medical materials, pharmaceutical synthesis, diagnostics and separation science,

semiconductors, and specialty polymeric materials. “Gelest – Enabling Your Technology.” For further information, please visit [Gelest.com](http://Gelest.com).

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