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May 5, 2021

For Immediate Release

Gelest Launches Ultramarine Pink and Ultramarine Violet Surface Treated Pigments
New colors extend Ultramarine line, expand Gelest personal care offering.

Gelest, Inc.

MORRISVILLE, Pa., May 5, 2021 – Gelest, Inc. today launched Ultramarine Pink and Ultramarine Violet surface treated pigments, broadening its ultramarine line and enhancing its personal care offerings. Along with Gelest's Ultramarine Blue, the new surface-treated ultramarine pigments create clean, bright shades to soft pastels in eye makeup and powders. The surface treatments increase durability, lower oil absorption, improve skin adhesion, enhance water repellency and facilitate dispersion processing in formulations.

"We are launching the ultramarines as part of our continuing commitment to the cosmetic pigments market and to enhance our product offering to customers," said Daria Long, Gelest Vice President and General Manager, Personal Care. "We've seen a resurgence in pink and violet eyeshadows, so we added these new ultramarines to help cosmetics formulators respond to the increased demand." Long added that given mask-wearing due to COVID-19, people are focusing on their eyes and looking for non-traditional makeup options. The new ultramarines help make unconventional looks possible.

Gelest selected three hydrophobic surface treatments that deliver the most benefit in eye makeup, where ultramarine pigments see the most use. The ultramarines are available with the Trimethylsiloxysilicate (SR), Stearyl Triethoxysilane (SS) and Triethoxycaprylylsilane (TC) surface treatments.

"We recommend the SR treatment for mascaras, eyeliners and especially for powders to prevent sebum breakthrough and decrease creasing on eyelids," said Long. "The SR treatment contains a film former that increases water resistance and improves skin adhesion -- leading to better wear over time." She suggests the SS treatment for improved powder feel, longer wear and increased hydrophobicity; and the TC treatment for its economic and hydrophobic attributes.

Ultramarine pigments can also be used for color correcting off-white skincare, up to 0.10 percent in a formulation. These colorants are more cost-effective than organic pigments and meet the requirements for vegan, dye-free and lake-free formulations. In addition, Ultramarine Pink is the only UV and heat-stable "red" pigment permitted around eyes.

For more information or to obtain Ultramarine Pink, Ultramarine Violet or Ultramarine Blue pigment samples, contact Daria Long or Brett Ferguson at 215-547-1015.

About Gelest:

Gelest, headquartered in Morrisville, Pennsylvania, is an innovator, manufacturer, and supplier of silicones, organosilanes, metal-organics, and specialty monomers for advanced technology end markets including medical devices, life sciences, microelectronics, and personal care. As a subsidiary of Mitsubishi Chemical Corporation, Gelest has access to the expertise, research and

development support, and resources of one of the world's largest and most successful chemical companies. Gelest, Inc. helps customers succeed by assisting them to develop and supply the chemistry to solve their most challenging materials science problems and to enable their new product technology.

For more information, please visit www.gelest.com.

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