



**Gelest, Inc.**  
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For Immediate Release

## **Gelest Expands Capacity of Specialty Pigments for Personal Care**

*Supporting customer innovation and rapid scale-up for new performance products*

MORRISVILLE, Pa. (July 16, 2020) – Gelest Inc., a leading manufacturer and innovator in the material sciences industry, announces completion of a capacity expansion for its surface-treated pigments for personal care products, reinforcing its commitment to support customer innovation and adding flexibility to meet changing market demands.

“Increased pigment production at our new Morrisville facility allows us to serve our personal care customers even better,” said Daria Carlin Long, Gelest Vice President and General Manager Personal Care. “We continue to create highly customized and innovative surface chemistries for the personal care market and unique products for our customers that meet their specifications -- and that enable *their* technologies. Now we have more flexibility to respond to customization opportunities and scale-up quickly from product development to commercialization.”

The pigment operation emphasizes product quality and integrity with new color-segregated processing equipment.

### **High-Value Pigments**

Gelest offers hydrophobic, oleophilic, and hydrophilic treatments of inorganic pigments such as iron oxides, ultramarines, titanium dioxide, talc, and sericite. The company’s



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unique surface-treated inorganic pigments and fillers not only improve end-product performance and durability but can help reduce our customers' production costs. As presented in recent technology events, Gelest's latest surface-treated pigment formulations showed a 40 percent increase in wear resistance for eye shadows and foundations. "These dramatic performance enhancements help cosmetic formulators deliver highly desirable features such as the long-lasting wear that consumers desire," said Long.

To learn more about Gelest surface-treated pigments for personal care applications and advanced technology solutions, visit [gelest.com](http://gelest.com).

### **About Gelest**

Gelest, Inc., a New Mountain Capital portfolio company 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. 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.

[www.gelest.com](http://www.gelest.com).

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