



## Calumet Specialty Product Partners - Penreco

[www.calumet.com](http://www.calumet.com) | [www.penreco.com](http://www.penreco.com)

### Penreco Logo - Versagel® Hair Care Study

#### PRODUCT/SERVICE BACKGROUND INFORMATION

Customizable formulations. Groundbreaking technology. Comprehensive expertise from start to finish. That's Penreco®. With a unique line of Gelled Hydrocarbons (Versagel®, Versastique™, and Synergel® products), Petrolatums and White Mineral Oils, our formulations are used in various industrial and consumer applications. Penreco has a wide reach ranging from personal care products and cosmetics to food and pharmaceuticals.

#### WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

The Penreco® gelled hydrocarbon technology is used in a variety of cosmetic and personal care products around the world. From hair products and color cosmetics to skin and sun care products, our innovative patented system for thickening and gelling hydrocarbon materials offers an infinite number of customized rheological and sensory properties. Versagel SF and Versagel HSQ (Hemisqualane) offer silicone-free alternatives for hair care formulations with the flexibility to create customized solutions for various hair types and textures. Hemisqualane is a nonvolatile emollient naturally derived from plant sugar.

#### HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

VersaGroom combines Versagel HSQ with natural oils and a Cedar Leather scent for a 2-in-1 hair and skin treatment. This treatment is designed to soften and tame hair with a healthy shine while moisturizing the skin and scalp. VersaShine combines Versagel SF and Versagel MD for a multifunctional hair treatment for moisturization, shine, and frizz taming. Apricot, grapeseed, and Argan Oils enable a relaxing scalp treatment with the added benefit of Versagel MD which aids in providing fast-dry properties. These studies demonstrate that both Versagel formulations gave superior visual and tactile benefits, including shine and frizz, compared to a leading commercial benchmark (Frizz Ease).