

EXHIBIT ABSTRACT TITLE

New Directions Aromatics

www.newdirectionsaromatics.com

PRODUCT/SERVICE BACKGROUND INFORMATION

Since 1998, New Directions Aromatics (NDA) has supplied formulation-ready ingredients for skin, hair, bath and body care. Our portfolio spans essential oils, carrier oils, butters, botanical extracts, cosmetic bases, fragrance oils, and raw materials. Every ingredient is backed by global sourcing, rigorous quality control, and accessible documentation – including specifications, SDS, CoAs, and GC-MS reports for applicable essential oils – so formulators can work with confidence from bench to batch. Our quality management system is ISO 9001:2015 certified, with certified organic options in selected ranges. Flexible pack sizes and dedicated bulk support help at every stage of development.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

New Directions Aromatics is introducing The Lip Lab, a modular system for building modern lip products. It pairs three ready-to-use bases (Lip Comfort Balm, Lip Recovery Mask and Lip Glow Oil) with eight flavors: Vanilla Affogato, Chantilly Cloud, Blackberry Bramble, Banana Blossom, Passionfruit Pavlova, Strawberry Fraisier, Limoncello Sorbet, Rose Macaron

Brands simply select a base, layer in a flavor and bring a fully realized lip care collection to market. Visit our booth to sample the bases in our new flavors.

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

The Lip Lab turns a traditionally complex formulation process into a simple, customizable system, so brands can launch high-performance lip products faster, without extensive R&D or multiple suppliers. Each base targets a key growth segment: the balm as a high-volume entry point, the mask as a premium treatment with higher margin potential, and the oil as a high-repeat, trend-driven hero. Our new dessert-inspired flavors tap into the indulgence driving lip sales today. The Lip Lab shifts NDA from ingredient supplier to product development partner, giving brands speed, scalability and creative control.