



Introducing A New Standard for Performance

ELEVANCE™ ELITE Bio65 Multifunctional Additive

ELEVANCE™ ELITE Bio65 is a versatile, next-generation additive for high-performance personal care formulations, from skincare and color cosmetics to advanced hair styling. It integrates seamlessly with both natural and synthetic ingredients, supporting cleaner, more effective products. ELEVANCE ELITE Bio65 is compliant with the Cruelty Free International (CFI) Leaping Bunny program.

A new-to-world, biobased multifunctional additive for personal care formulations

With a Natural Origin Index (NOI) of 0.65 (ISO 16128), ELEVANCE ELITE Bio65 is a readily biodegradable ingredient that delivers outstanding performance with an excellent safety profile—making it an ideal choice for clean beauty brands that prioritize both high-performance and environmental responsibility.

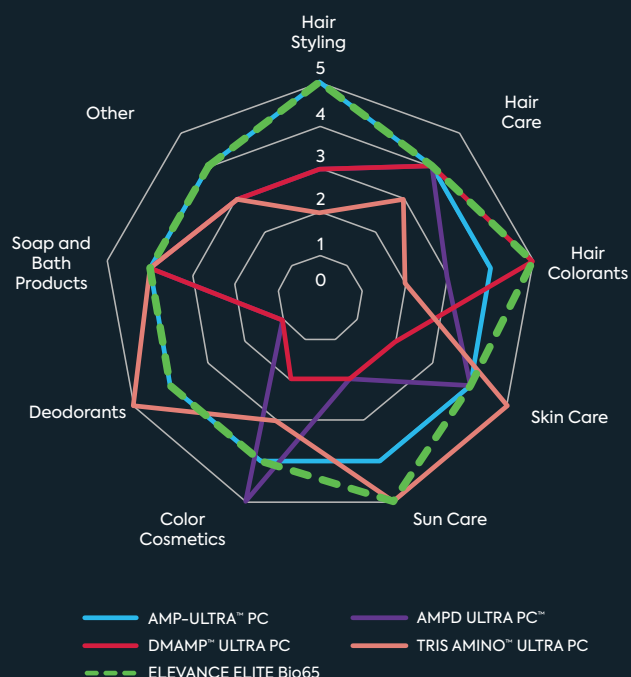
- Quick, efficient neutralization for precise pH control
- Excellent compatibility with carbomers and acrylic rheology modifiers
- Low odor and non-yellowing in formulation
- Ideal for use in styling applications with excellent curl retention in high humidity conditions
- Delivers effective in-can corrosion protection in aerosol systems
- Provides enhanced pigment dispersion in color cosmetics
- Demonstrates strong emulsion stabilization for improved texture and stability in skincare formulations
- Enhanced SPF performance in water-based formulations

ELEVANCE ELITE Bio65 can be used across a wide range of applications, including:

- Aerosol and pump hairsprays
- Alcohol-based hand sanitizers
- Body wash
- Color cosmetics
- Dry shampoo
- Hair colorants
- Hair gels, mousses and styling aids
- Hair treatments
- Personal cleansers
- Shampoos and conditioners
- Skin care
- Sun care

Best-in-class versatility and compatibility

ELEVANCE ELITE Bio65 shows exceptional performance in a wide range of personal care applications:

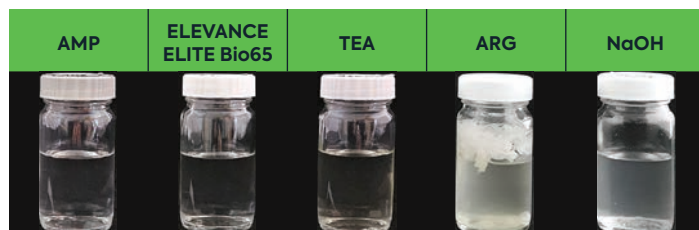


Exceptional Performance in a Wide Range of Personal Care Applications

Aerosol Hairsprays

ELEVANCE ELITE Bio65 is one of the preferred neutralizers for both 50 VOC and 100 VOC aerosol hairsprays, delivering exceptional performance and reliability, including:

- Superior high humidity curl retention (HHCR)
- Excellent propellant compatibility
- Excellent washability
- Outstanding in-can corrosion protection



ELEVANCE ELITE Bio65 shows excellent propellant compatibility, superior resin solubility and clarity in aerosols

Hair Colorants

ELEVANCE ELITE Bio65 is a highly effective alternative to MEA in demi-permanent and permanent hair colorants, offering excellent color development, gray coverage, and long-lasting color retention after multiple washes.

Hair Color	ELEVANCE ELITE Bio65	Ammonia	MEA
Color Lifting	++	+++	++
Color Deposition	++	++	++
Gray Coverage and Blending	+++	++	+++
Reduced Damage	+	--	-
Odor in Use	-	---	-
Color Retention Multiple Washes	+++	+	++

Compliance

ELEVANCE™ ELITE Bio65 is compliant with the product specifications established by the industry's most stringent standards and regulations worldwide, including: USA (Food, Drug and Cosmetic Act), European Union (Regulation No. 1223/2009), Japan (Standards for Cosmetics and Amendments), ASEAN (2008 Cosmetics Directive (annex updated March 2013), Brazil (ANVISA Mercosur Resolution on Personal Hygiene Products and Cosmetics), Mexico (Not listed as Prohibited and Restricted Substances in Perfumes and Cosmetics).

Mascara

ELEVANCE ELITE Bio65 demonstrates excellent color development and formulation stability in mascara.

Eyelash Application	ELEVANCE ELITE Bio65	AMPD	AMP	TEA
Deposition	+	++	+	-
Absence of Clumps	+	++	+	+
Eyelash Separation	+	++	+	-
Stability	++	++	++	-
Ease of Application	+	++	+	+
Homogeneous Film	++	++	++	-

Hand Sanitizers

ELEVANCE ELITE Bio65 is a premium solution for high-alcohol-content hand sanitizers, providing outstanding performance:

- Excellent clarity and rheology for stable, crystal-clear gels
- Enhanced sensory experience and spreadability with a lightweight, non-sticky feel
- Superior viscosity build for thick, stable formulations

System	AMP	ELEVANCE ELITE Bio65	TEA	NaOH	ARG
0.45% Carbomer 980 70% Alcohol					
Turbidity (NTU)	12	13	20	840	1874
Viscosity (cP)	30100	47200	21533	Liquid	Liquid

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