



## **Mantrose-Haeuser Co., Inc.**

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**FOR IMMEDIATE RELEASE**

### **Poly-Soleil**

## **Natural Biopolymer for Spray Sunscreen Applications**

WESTPORT, CT. (June 22, 2012) - In today's culture, the desire to achieve a tan is unlikely to abate. However, a growing concern and awareness of the dangers of UV rays has led to an increased use of sun exposure protection products. Given the regular media coverage of the potential dangers associated with sun exposure, UV protection is the most frequent claim for sun protection products, maintaining a 78% share of total Sun Care launches this review period. Alongside UV protection, convenience has continued to remain an important aspect of sun protection products. Hence the growing demand for quality, spray-on sunscreen products that are quick and easy to apply and that provide long-lasting protection.

With this in mind, Mantrose-Haeuser developed Poly-Soleil, a natural biopolymer that is compatible with current spray sunscreen formulas. Poly-Soleil provides the cosmetics/personal care industry with a new natural film former alternative to the current petroleum-based acrylates/octylacrylamide copolymer used in many of today's sunscreen sprays. Poly-Soleil is made from renewable resources and maintains active ingredients on the skin, giving it a natural, pleasant skin-feel. It also meets the FDA broad spectrum critical wavelength requirements, as well as the new 80 minute water resistance criteria. Meeting all of these important requirements while providing an all-natural option makes Poly-Soleil a highly sought after product for sunscreen manufacturers.

### **About Mantrose-Haeuser Co., Inc.**

Mantrose-Haeuser Co., Inc., is the Westport, Connecticut-based world leader in specialty film coatings for the pharmaceutical, confectionery, food, agricultural and industrial industries. Founded more than 100 years ago, Mantrose-Haeuser is owned by [RPM International, Inc.](http://www.rpm.com) of Medina, Ohio, a specialty coatings company traded on the New York Stock Exchange under the symbol RPM.