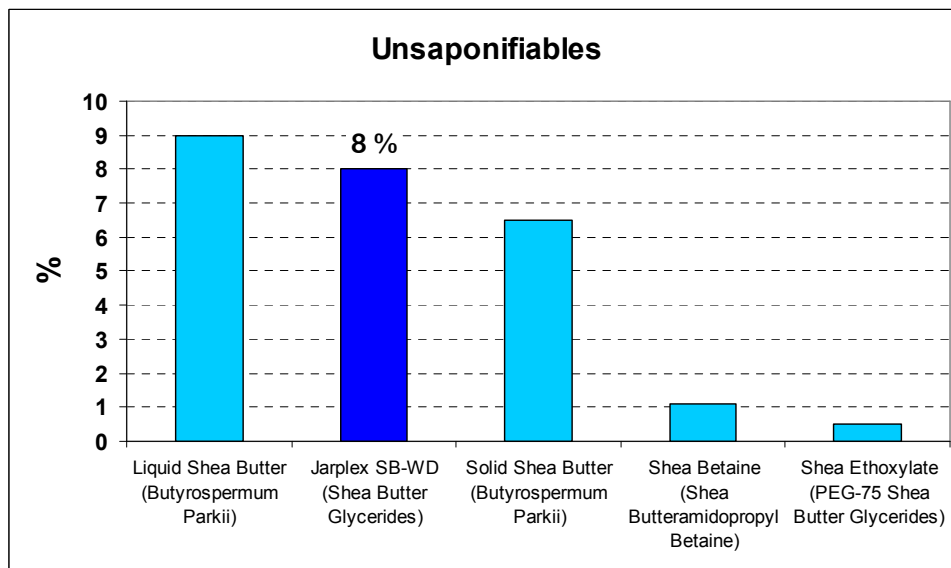


JARPLEX™ WD TECHNOLOGY

-Water dispersible Butter without the use of or need for surfactants or ethoxylation-

Jarplex™ WD technology is a novel approach to dispersing natural butters. Up until now, natural butters could only be dispersed in water with stability by addition of surfactants to the system, ethoxylation of the butter, or proprietary, ultra high-shear processes. Jarchem has developed a method to create water dispersible natural butters which maintains the butter's properties, maintains the butter's natural claim, and is easy to use (just melt @ 35°-40° C, slowly mix into hot water, and continue to mix slowly while cooling – YOU'RE DONE!).



Effective

- Delivers high levels of desired functionality
- 100% water-dispersible shea butter
- Derived from natural ingredients

Multi-functional

- Serves as both an emollient and an emulsifier
- Produces unique, "rapid absorbing" feeling in creams and lotions
- Also gives a soothing, but non-greasy feel
- Effectively conditions hair
- Provides more reliable visual and skin-feel aesthetics over a wide range of aqueous and non-aqueous conditions

Versatile

- Works in a wide range of personal care systems and formulations

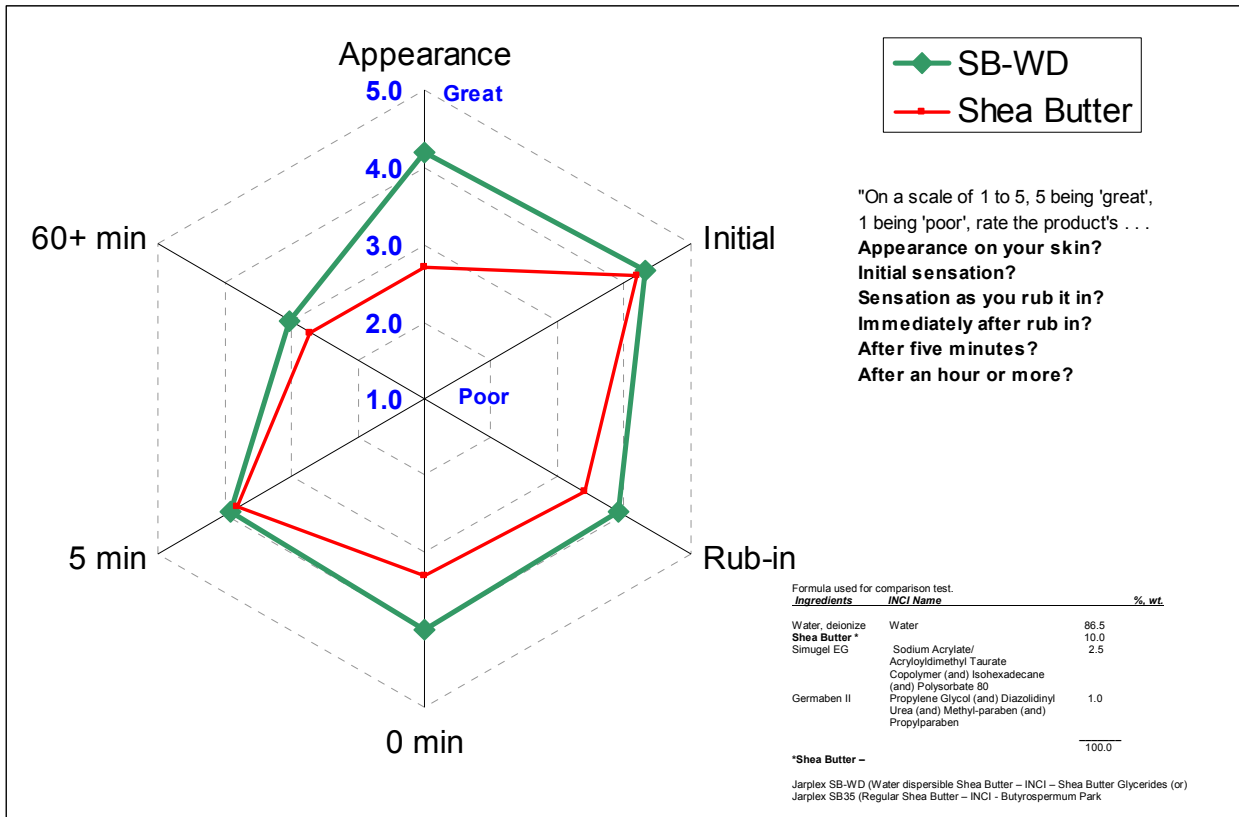
Cost Efficient

- Minimal or reduced processing: time, temperature and shear
- Economical

Consumer panel agrees:

JARPLEX™ SB-WD provides unique aesthetic properties

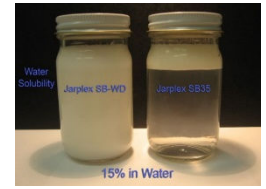
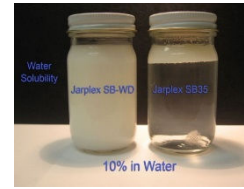
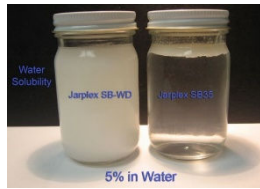
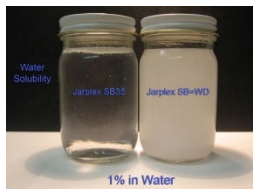
Panel evaluation of a formula in which the only difference was the use of Jarchem's WD butter vs. the use of standard natural butters indicates that there is a **definite preference for the formula with the WD butter**



Conclusion – Using Jarplex SB-WD instead of standard Shea Butter provides a finished formula consumers prefer.

Starting formulas available: body washes, body butters, shampoos, conditioners, creams, lotions, sunscreen products, massage creams, and ointments.

Alone in water at 20-25% produces a luxurious lotion



Effective: May 2, 2016

JARPLEX™ WD TECHNOLOGY 20160502

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