

***Revolymer's revolutionary formula set to transform the personal care market***

***From lipsticks to deodorants, consumers to benefit from new generation of personal care products***

***Appointment of new business development manager to accelerate commercialization***

**London, 29<sup>th</sup> June, 2010**

Revolymer® Ltd announced today that it has expanded the application of its RevCare polymer technology into the personal care market with a range of products for lip care treatments including lip balm, lip stick and lip gloss, as well as eye shadow and deodorants.

The new products have significantly improved moisturizing capabilities, feeling moist on the skin and are easier to apply. In eye shadow, the products are smoother, do not flake and maintain a moist feel and for deodorants, the technology provides longer lasting fragrance retention.

In the personal care industry, there is a constant drive for product innovation yet there have been few broadly applicable technologies which can potentially differentiate brands. Prototypes of Revolymer®'s lip stick, lip balm and lip gloss have been made with a wide variety of colours and independent tests carried out confirm improved product performance.

"It has always been our belief that Revolymer®'s technology can be applied across a wide variety of consumer goods. Having invested in key polymers for the chewing gum market, enabling gum to be both removable and degradable, we are now in a position to develop new formulations that will have the same revolutionary impact in the personal care market," said Roger Pettman, Chairman and Chief Executive Officer of Revolymer®.

The current annual market for cosmetics is £20 billion, within which the lip care market has been estimated at £6 billion and to help the company effectively commercialize its technology, Revolymer® has appointed Elaine O'Neill as Business Development Manager with specific responsibility for overseeing its personal care portfolio.

Elaine brings a wealth of experience to Revolymer® as a result of some 15 years at the commercial interface with multinational personal care companies. Having worked previously with Akzo Nobel, McIntyre and Thor Specialities, Elaine is perfectly positioned to leverage the Revolymer® technology with specialty ingredients suppliers based on her market insights. Most recently Elaine worked with VVF in the provision of out-sourced contract manufacturing and formulating services for multinationals in developing and emerging markets.

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**About Revolymer®**

Revolymer® is a rapidly growing technology development company which has developed a unique portfolio of products and formulations for the FMCG industry. Using commercially available and inexpensive polymers, Revolymer® applies its innovative proprietary approach to formulate novel polymers to revolutionise consumer products. Current applications for the Company's technology are in the Confectionery Chewing Gum, Medicated Chewing Gum, Household Products, Personal Care and Coatings & Adhesives sectors of the FMCG industry. For further information please contact [pressoffice@Revolymer.com](mailto:pressoffice@Revolymer.com) or visit our website [Revolymer.com](http://Revolymer.com).

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