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News Release

JEEN® INTERNATIONAL INTRODUCES JEESPERSE® ICE-T™ INSTANT COLD EMULSION TECHNOLOGY

Fairfield, New Jersey—April 15, 2013—JEEN® International Corporation is pleased to announce the introduction of their patented, breakthrough Jeesperse® ICE-T™ Instant Cold Emulsion Technology. Building on the popular Jeesperse® Cold Process Wax (CPW) products, the Jeesperse ICE-T series includes optimized powders that, when introduced into water at room temperature, rapidly form stable emulsions typically eliminating the use of traditional emulsifiers and allowing the addition of waxes into the system without heating. The resulting formulations provide exceptional aesthetics, formulator flexibility and related benefits to creams, lotions and hair care products. A wide range of natural and synthetic waxes can be incorporated into Jeesperse ICE-T along with various active ingredients allowing a nearly unlimited number of potential wax melt point and formulation attributes.

The sustainable, green focus of Jeesperse ICE-T has been recognized by the US EPA as one of the first technologies to be expedited through their Green Initiatives patent process. This continues the advanced, green technology tradition at Jeen International. Jeesperse ICE-T allows formulators to choose instant cold process emulsions to improve their carbon footprint or—if single kettle manufacturing demands this approach—this unique technology is available to address either need.

The EPA Green Initiatives patent news regarding Jeesperse ICE-T is exciting and formulators globally continue to respond positively to the range of Jeen International green specialty product platforms including the Jeelux® emollient/ester film forming

blends and Jeesperse® CPW technologies. In addition, formulators can continue to rely upon JEEN for broad lines of traditional ingredients such as emulsifiers, surfactants, preservatives and esters.

JEEN International is committed to offering a complete, expanding, functional ingredients portfolio that formulators and manufacturers can count upon to manage ever-changing consumer demands for incorporating high-performing products with measurable formulation benefits.

About JEEN® International Corporation—JEEN International is a leading global supplier and manufacturer of specialty ingredients serving the personal care, cosmetics, fragrance and pharmaceutical industries. Headquartered in Fairfield, New Jersey, JEEN is well-known for its utmost commitment to superior service as well as offering one of the broadest ranges of both innovative technologies and traditional ingredients in the industry. Additionally, JEEN supplies patented, advanced instant cold emulsion and related wax technologies, specialty silicones, linear polyethylene and preservative lines as well as traditional surfactants, ethoxylates, lanolins, quaternaries and fatty alcohols/acids/esters/amides. Since its inception in 1996, JEEN continues to grow by listening to and partnering with customers to develop the products and applications to meet the emerging needs of the personal care and cosmetics industry.

For Further Information—please contact:

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Jeen International...You Can Count on Us!