



24 Madison Road, Fairfield, New Jersey 07004 USA
Tel: 800-771-JEEN (5336), Tel: 973-439-1401, Fax: 973-439-1402,
Email: info@jeen.com , Website: www.jeen.com

News Release

JEEN® INTERNATIONAL LAUNCHES JEECIDÉ® MCA-1

Fairfield, New Jersey—August 30, 2013—JEEN® International Corporation, a leading global supplier and manufacturer of specialty ingredients, is pleased to announce the introduction of an alternative preservative product, Jeecide® MCA-1.

Based on industry demand and increasing preservative regulatory pressures, JEEN researchers have developed a unique alternative approach, the Jeecide® Microbial Control Alternative (MCA) series. The initial product in this series is Jeecide MCA-1, a unique liquid blend of organic acids and proprietary efficacy boosters in a glycerin base. Since it does not contain traditional preservatives, the product can be included in formulations carrying “preservative-free” claims. Mild, yet effective, Jeecide MCA-1 imparts little odor or color to a wide range of leave-on and rinse-off personal care and cosmetic products for skin and hair applications.

The organic acids provide primary, broad-spectrum microbial control boosted by the efficacy enhancers. In addition, the chelating and antioxidant benefits of the organic acids provide a secondary antimicrobial effect to further increase the effectiveness of the overall microbial control system.

Jeecide MCA-1 contains globally acceptable components and is well-positioned as an alternative to widely used preservatives such as parabens, isothiazolinones, formaldehyde releasers and phenoxyethanol. This approach is particularly applicable in Europe and various Asia/Pacific regions where traditional preservatives are under the greatest amount of regulatory pressure.

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 measureable 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 industries served.

For Further Information—please contact:

JEEN® International Corporation

Carl Cappabianca

General Manager

973-439-1401

carl@jeen.com

Jeen International... You Can Count on Us!
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