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FOR IMMEDIATE RELEASE

**CP Kelco Launches New Website Targeted
to the Beauty and Personal Care Industry**

Atlanta, Georgia, USA, September 30, 2011 – CP Kelco has launched its new website tailored specifically to the Beauty and Personal Care Industry: www.RheologyNatureMade.com. The new website highlights that CP Kelco's products originate in nature and provide rheological properties personal care products require such as texture development, viscosifying and gelling.

Mintel's GNPD Category Insight for Body, Hand & Foot Care (January-July 2011) projects "...continuing interest in gentler and purer formulations, concerns about chemical ingredients such as parabens and a perception that natural and organic personal care products are healthier than traditional counterparts." Jane Schulenburg, Global Marketing Director, echoes this: "The CP Kelco product offering is perfect to help formulators capitalize on this trend. The RheologyNatureMade website is designed to be a tool to assist customers in formulating to satisfy this 'natural' consumer driver."

The new website exemplifies CP Kelco's focus on the Personal Care Industry and provides users with up-to-date formulations and other useful industry insights. The website features an interactive formulary, quarterly updates which will highlight current trends or CP Kelco innovations, an "ask the expert" section and much more.

To visit CP Kelco's new website please go to: www.RheologyNatureMade.com

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ABOUT CP KELCO:

CP Kelco is a leading global producer of specialty hydrocolloids, with more than 2,000 customers in over 100 countries and facilities in North America, Europe, Asia, and Latin America. Owned by J.M. Huber Corporation, CP Kelco's product lines include pectin, xanthan gum, carrageenan, cellulose gum, locust bean gum, gellan gum, microparticulated whey protein concentrate and other novel biopolymers, all marketed under brand names including **GENU[®]**, **GENUGEL[®]**, **GENUTINE[®]**, **GENUVISCO[®]**, **GENULACTA[®]**, **SLENDID[®]**, **KELCOGEL[®]**, **KELTROL[®]**, **FINNFI[®]**, **CEKOL[®]**, **SIMPLESSE[®]**. For more information, visit www.cpkelco.com.