



The Lubrizon Corporation
Noveon® Consumer Specialties
9911 Brecksville Road, Cleveland OH 44141

News Release

FOR RELEASE: Immediately

FROM: **Media Contact**
Amy Dolzine
216-447-6117
Web Site: www.personalcare.noveon.com

New Concepts in Styling Using Fixate™ Polymers from Noveon® Consumer Specialties See Product Demonstration April 16

CLEVELAND, OH, April 9, 2008 – Through the use of specialized film-forming polymers, the water-resistance properties of styling formulations can be improved to better meet the needs of demanding consumers. Polymers such as Fixate™ PLUS and Fixate™ Superhold polymers, when combined with each other and with other polymers, offer improved perspiration and humidity resistance, providing stronger defence for long-lasting styles.

The heaviest users of styling products are typically young, highly social consumers leading active lifestyles. A single day's activities might include sports, weight training and other aerobic exercise, a full day of work or school, shopping, commuting and dining, perhaps topped off by a visit to a café or dance club to socialize with friends. This dynamic, 24/7 lifestyle puts incredible demands on the styling products used by these consumers, leading them to seek and appreciate product claims such as "water-resistant" and "sweat-resistant."

It is well known that the performance of styling products formulated with traditional fixatives are negatively impacted by moisture from such sources as inclement weather, environmental humidity and human perspiration. Because of their hygroscopic nature, these traditional fixatives show high sensitivity to moisture, which leads to film tackiness and a loss in holding power in these challenging conditions. Overcoming this performance gap is an important challenge facing formulators.

Noveon Consumer Specialties will demonstrate the performance attributes of these polymers, both by themselves and in combinations, at booth F-160 or at the in-cosmetics "Innovation Seminar" in Amsterdam on Wednesday, April 16 at 16.30.

- more -



The Lubrizol Corporation (NYSE: LZ) is an innovative specialty chemical company that produces and supplies technologies that improve the quality and performance of our customers' products in the global transportation, industrial and consumer markets. These technologies include lubricant additives for engine oils, other transportation-related fluids and industrial lubricants, as well as fuel additives for gasoline and diesel fuel. In addition, Lubrizol makes ingredients and additives for personal care products and pharmaceuticals; specialty materials, including plastics technology and performance coatings in the form of specialty resins and additives. Lubrizol's industry-leading technologies in additives, ingredients and compounds enhance the quality, performance and value of customers' products, while reducing their environmental impact.

With headquarters in Wickliffe, Ohio, The Lubrizol Corporation owns and operates manufacturing facilities in 19 countries, as well as sales and technical offices around the world. Founded in 1928, Lubrizol has approximately 6,900 employees worldwide. Revenues for 2007 were \$4.5 billion. For more information, visit www.lubrizol.com.

###