captivates™ A009 encapsulates

touch-activated fragrance delivery for fragrance intensity and long-lasting freshness

energy burst fragrance | green, fruity-woody with malodor control technology

<table>
<thead>
<tr>
<th>Formulator Benefits</th>
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</table>
| o holds fragrance through the rigors of washing and drying process  
  o delivers fragrance encapsulation in either the detergent or softener formats  
  o adheres to the fibers of fabric for lasting freshness effect  
  o made with novel process without use of formaldehyde and urea  
  o offers low residual monomers¹ | o delivers higher scent intensity compared to neat fragrance alone  
  o extends freshness of fabrics as movement against fabric breaks capsules  
  o releases energy burst fragrance with malodor control technology  
  o capsule shell contains no animal derived materials |

¹. < 100 ppm residual monofunctional monomer; <150 ppm residual polyfunctional monomer

Applications

household and industrial laundry products

Product forms liquids, pellets and granular powders

Available formulations from Ashland home care/laundry detergent

chemistry

Description aqueous solution of fragrance capsules
capsule solution (as supplied) is ~30 wt. % fragrance
unpreserved aqueous solution
the retest interval is 12 months from date of manufacture.
typical properties

appearance........................................................................................................opaque white to off-white liquid
% active capsules (by dry weight).................................................................41.5 to 45.0
pH (as is)........................................................................................................3.0 – 4.5
viscosity, Brookfield RVT sp 4, 20 rpm @ 25°C (cP).....................................300-3,000
typical average particle size (µm)..............................................................15-28

formulation guidelines

<table>
<thead>
<tr>
<th>recommended use levels</th>
<th>0.10% to 1.70 wt % as supplied</th>
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<tbody>
<tr>
<td>temperature/mixing conditions</td>
<td>mix before use, and mix with a vortex from top to bottom, until homogeneous</td>
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<tr>
<td>when to add</td>
<td>add Captivates™ A encapsulates after suspending polymer or rheology modifier and before surfactant addition</td>
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<tr>
<td>tips from our technical solvers</td>
<td>o formulations require yield structure for capsule suspension</td>
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<td></td>
<td>o best used in formulations with pH 3.0 to 8.5. In some applications, capsules will tolerate higher pH.</td>
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<td>o avoid solvent or high solvent containing formulations</td>
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<td>o can be sprayed with suggested nozzle pathway of greater than 60 microns</td>
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<td>o liquid formulations with encapsulates added may appear translucent to hazy</td>
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</tbody>
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safety, handling, and storage

Store at dry and cool conditions. Store at >5°C and < 30°C. Do not freeze.
Additional information concerning safety, handling and storage is supplied in the safety data sheet (SDS). Read and understand the SDS before using this product.

A toxicology summary on the shell can also be made available, on a confidential basis, by contacting us. For the fragrance component, a certificate of conformity with International Fragrance Association (IFRA) standard is available upon request.

regulatory

For global chemical inventory information, please refer to the SDS. Other regulatory information available on request.