



Press Information

Dow Home, Institutional and Personal Care Solutions
Philadelphia, Pennsylvania
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Dow to Help Personal Care Brand Owners *Get to the Point* at in-Cosmetics Korea

New collaboration model will help brand owners differentiate their next-generation products and get to market faster

PHILADELPHIA – June 14, 2016 – Today’s consumers want multifunctional features, anti-aging benefits, and UV protection from their personal care products. While understanding consumer trends for today is important, Dow knows that staying ahead of the trends for tomorrow is what drives brand owner success.

At **in-Cosmetics Korea** in Seoul July 6-7, **Dow Home, Institutional and Personal Care Solutions**, a business unit of The Dow Chemical Company (NYSE: DOW), will launch a new collaboration model that will help brand owners gain consumer trend insights and accelerate their innovations to get to the point of differentiation.

“This new collaboration model will provide brand owners with a comprehensive toolbox with the exceptional knowledge, science and expertise they need to stay ahead of global and regional regulations and consumer trends,” said Chad Holzer, global business director, Dow Home, Institutional and Personal Care Solutions. “We’re offering our customers a competitive edge in the personal care market.”

Dow will hold a special event on **July 6 at 2:00 p.m.** in the COEX Meeting Room 204 at in-Cosmetics Korea to unveil the new business approach.

In-Cosmetics Korea attendees can visit **Dow booth G20** to learn more about and sample new formulations. A presentation about the new EcoSmooth™ OptiTouch Optical and Sensorial Enhancer will be given on **Thursday, July 7 at 1:00 p.m.** in the Innovation Seminar Theatre.

About Dow Home, Institutional and Personal Care Solutions

Through its Home, Institutional and Personal Care Solutions business, Dow offers unique innovations that empower brands around the world to deliver exceptional product performance and process enhancements that create value. Our expansive portfolio serves a wide range of markets and applications in the Home, Institutional and Personal Care markets. Our novel solutions create

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differentiating formulas to help improve everyday living and attain recognition for our customers on store shelves. We design and market innovative technologies and formulation solutions that differentiate our customers' products, enhance the consumer experience and sustain the environment. With business centers, research and development (R&D), manufacturing plants and customer applications centers around the globe, Dow has the expertise and foundation to foster global and local innovations.

About Dow

Dow (NYSE: DOW) combines the power of science and technology to passionately innovate what is essential to human progress. The Company is driving innovations that extract value from material, polymer, chemical and biological science to help address many of the world's most challenging problems such as the need for clean water, clean energy generation and conservation, and increasing agricultural productivity. Dow's integrated, market-driven, industry-leading portfolio of specialty chemical, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 180 countries and in high-growth sectors such as packaging, electronics, water, coatings and agriculture. In 2015, Dow had annual sales of nearly \$49 billion and employed approximately 49,500 people worldwide. The Company's more than 6,000 product families are manufactured at 179 sites in 35 countries across the globe. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

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