



Dow Helps Brand Owners Get Personal with LabSense™ at in-Cosmetics Korea

New open collaboration model with finished product concepts helps the personal care industry accelerate innovations to meet consumer demand

PHILADELPHIA – July 6, 2016 – The Dow Chemical Company (NYSE: DOW) today announced the launch of LabSense™, a collaboration model featuring a network of personal care experts, capabilities and technologies that accelerate innovation for brand owners around the world. Unveiled today at **in-Cosmetics Korea**, LabSense offers personal care formulators the opportunity to gain access to state-of-the-art finished product concepts designed to address the latest consumer trends.

Through collaboration via LabSense with **Dow Home, Institutional and Personal Care Solutions**, a business unit of The Dow Chemical Company, brand owners can gain access to **premium ingredients, market-leading intelligence**, and **scientific expertise** to help them develop innovative products and bring them to market faster.



“LabSense offers brand owners collaboration opportunities with our scientists and trend experts, but it’s so much more than that,” said Chad Holzer, global business director, Dow Home, Institutional and Personal Care Solutions. “With access to finished product concepts and demonstrations based on our premium ingredients, and a constant pulse on consumer trends, brand owners will address demands quicker, more efficiently, and more sustainably.”

At in-Cosmetics Korea, Dow is featuring several finished product concepts in booth G20 that demonstrate the essential components that go into creating a personal care product that addresses global and regional consumer demands.

“We call our finished product concepts ‘Hero Concepts’ and here we showcase how our technologies are enhancing personal care products like lotions and cleansers to directly address consumer trends for multifunctional, sustainable products that impart a luxurious feel,” said Suiniaty Basirun, business

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director for Dow Home, Institutional and Personal Care Solutions in Asia Pacific and country manager for Dow in Singapore.

Dow is also highlighting its new EcoSmooth™ OptiTouch multifunctional sensory additive that offers excellent optical effects to address consumer demand for instant visible results. EcoSmooth OptiTouch helps reduce the appearance of fine lines, wrinkles and skin imperfections while imparting a velvety, non-sticky feel to skin.

To learn more about LabSense or EcoSmooth OptiTouch, visit [Dow Home, Institutional and Personal Care Solutions](#) or www.dow.com for more information.

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 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. On June 1, 2016, Dow became the 100 percent owner of Dow Corning Corporation's silicones business, a global company with sales of greater than \$4.5 billion in 2015, 25 manufacturing sites in 9 countries and approximately 10,000 employees worldwide. 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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