

23 October 2019

Itaconix plc ("Itaconix" or the "Company")

Introduction of New Odour Control Product Line for Personal Care

Itaconix, a leading innovator in sustainable specialty polymers, is today introducing its new VELAFRESH™ odour control product line for personal care at the Sepawa Home and Personal Care Conference in Berlin.

Itaconix is building the VELAFRESH™ brand with current and new products to meet emerging customer needs and expand the revenue opportunities for its proprietary odour neutralisation technology:

- the Company is launching its new VELAFRESH™ ZP30 product to add further formulating and cost advantages in certain personal care applications, and
- the Company is rebranding its current odour control product, RevCare™ MC, as VELAFRESH™ ZP20.

With this consolidation of personal care odour control efforts under one brand, the Company expects to accelerate customer awareness of the efficacy and advantages of its odour neutralisation technology.

John R. Shaw, CEO of Itaconix, stated: "We continually seek to adapt and enhance our technology and product offerings to meet current and emerging customer needs. Our early success in personal care and home care enables us to identify unmet customer opportunities. Our rapid response and development show both our customer focus and the strength of our proprietary technology platform."

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About Itaconix

Itaconix plc is a leading innovator in bio-based functional ingredients for improving the safety and performance of homecare, personal care, and industrial products. Its proprietary polymer technology generates a growing range of new ingredients with unique functionality that meet consumer demands for value and sustainability.

www.itaconix.com