

For release on RNS Reach: May 27, 2026

**Itaconix plc**

("Itaconix", the "Company" or the "Group")

**Launch of New Marketing Program for Next Generation Consumer Detergents**

Itaconix plc (AIM: ITX) (OTCQB: ITXXF), a leading innovator in high-performance plant-based specialty polymers used in consumer products, today announces its new deeperclean.com marketing initiative aimed at North American consumer detergent brand owners.

Deeperclean.com is a North American ecommerce site that offers brand managers ready access to the commercial potential of next generation detergent products enabled by Itaconix® technologies. The Company currently promotes dishwashing and laundry detergent formulations through its SPARX™ Formulated Solution programme. Management's assessment of this programme's success identified opportunities to further accelerate the adoption of new formulations. Interested brand managers can easily order and receive fully packaged detergents with the certainty of performance, marketing claims, and pricing needed to speed product evaluation and purchasing decisions.

The flagship product on deeperclean.com is the 8-gram plant-based dishwashing detergent tablet that Itaconix introduced at the American Cleaning Institute's Innovation Showcase in February.

Although the site is intended primarily for brand managers, the Company expects some retail sales that will generate valuable consumer data to use with brand managers and to assist with future product development.

All orders are handled via a third-party logistics company in the US. Fulfillment to retail customers in the UK is available but will not reflect competitive cost potential due to high shipping charges.

**John R. Shaw, CEO of Itaconix, commented:**

*"Our ingredients are enabling new dishwashing and laundry detergents with improved safety, performance, affordability, and sustainability. We see deeperclean.com as new, more tangible and effective way for brand managers to experience the commercial potential of products enabled by Itaconix technologies. By making it easier to evaluate fully formulated products with proven performance and positioning, we believe this initiative can help accelerate the adoption of next generation detergents. I look forward to reporting on the progress and growth of deeperclean.com over the next few years."*

**- Ends -**

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### **About Itaconix**

Itaconix uses its proprietary plant-based polymer technology platform to produce and sell specialty ingredients that improve the safety, performance, and sustainability of consumer products. The Company's current ingredients are enabling and leading new generations of products in detergents, hygiene, and hair care. Itaconix's products contribute to the global low carbon economy.

[www.itaconix.com](http://www.itaconix.com)