



Renewable chemicals naturally designed and engineered to deliver the performance that adds value to everyday products

## Green Biologics Announces Launch of First Bio-Based Acetone Nail Polish Remover

*To be introduced in Sally Beauty Stores Nationwide*

**Little Falls, MN (June 25, 2018):** Green Biologics, Inc., announced the commercial launch of the world's first bio-based acetone nail polish remover. Sally Beauty is the first retailer to carry the sustainably-produced nail polish remover and is carrying it in over 3,000 stores nationwide. The product, which is branded under the Sally Beauty "Beauty Secrets" line, is a collaboration of Green Biologics and Marianna Industries, a leading developer and manufacturer of beauty products.

"We are very excited to introduce the first plant-derived acetone nail polish remover," said David Anderson, Global Vice President of Marketing, Green Biologics. "Consumers are more particular than ever about the ingredients in their household and personal care products and are demanding more eco-friendly formulations. This nail polish remover was created to directly address this demand with a formulation that works equally as good as traditional acetone remover, meaning consumers don't need to sacrifice performance for natural ingredients."

The key component of this plant-derived nail polish remover is 100% renewable acetone, a bio-based chemical produced via a patented fermentation process at Green Biologics' plant in Little Falls, MN. United States grown corn is the primary feedstock. Although sustainably-sourced, this renewable acetone is a high-performance ingredient, equally effective to conventional acetone-based removers.

Green Biologics' acetone nail polish remover is 100% certified as USDA BioPreferred®, a program managed by the U.S. Department of Agriculture (USDA) to increase the use of bio-based products. BioPreferred® certification is an important distinction as consumers are increasingly focused on transparency and are more sceptical of "natural" claims in the marketplace. A BioPreferred® designation ensures consumers can trust the manufacturer's bio-based content claims, as they are strictly monitored by the USDA.

Through their partnership, Green Biologics and Marianna are excited to bring this plant-derived acetone nail polish remover to others in the market, whether it be through private label or branded opportunities, to give consumers a product they can trust.

### **About Green Biologics**

Green Biologics Ltd (GBL) is a renewable specialty chemicals company based in Abingdon, England with a wholly owned U.S. operating company, Green Biologics Inc., based in Little Falls, MN, with its sales and marketing headquarters in Medina, OH. GBL's Clostridium fermentation platform converts a wide range of sustainable feedstocks into high performance green chemicals such as n-butanol, acetone, and through chemical synthesis, derivatives of n-butanol and acetone used by a growing global consumer and industrial products customer base in numerous markets including Coatings, Pharmaceuticals, Textiles and Cosmetics. The platform combines advanced high productivity fermentation with superior-

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performing proprietary Clostridium microbial biocatalysts and synthetic chemistry to produce a pipeline of high value green chemicals with optimal performance in downstream formulations.

With an aggressive product development pipeline and an intense focus on finding alternative superior performing proprietary opportunities, Green Biologics is transforming the global specialty chemicals market, providing its customers with products and technologies that are more sustainable and higher value than petroleum-based alternatives. For more information, visit [www.greenbiologics.com](http://www.greenbiologics.com).

#### **About Marianna Industries**

Marianna is a leading developer and manufacturer of innovative hair and beauty products for cosmetology schools, salon professionals, specialty retail and brand owners.

#### **About Sally Beauty Supply LLC**

Sally Beauty Supply is a unit of Sally Beauty Holdings, Inc. (NYSE: SBH) an international specialty retailer and distributor of professional beauty supplies with revenues of approximately \$3.9 billion annually. Through the Sally Beauty Supply and Beauty Systems Group businesses, the Company sells and distributes through 5,177 stores, including approximately 184 franchised units, and has operations throughout the United States, the United Kingdom, Belgium, Chile, Peru, Colombia, France, the Netherlands, Canada, Puerto Rico, Mexico, Ireland, Spain and Germany. Sally Beauty Supply stores offer up to 8,000 products for hair, skin, and nails through professional lines such as OPI®, China Glaze®, Wella®, Clairol®, Conair® and Hot Shot Tools®, as well as an extensive selection of proprietary merchandise. Beauty Systems Group stores, branded as CosmoProf or Armstrong McCall stores, along with its outside sales consultants, sell up to 10,500 professionally branded products including Paul Mitchell®, Wella®, Matrix®, Schwarzkopf®, Kenra®, Goldwell®, Joico® and Aquage®, intended for use in salons and for resale by salons to retail consumers. For more information about Sally Beauty Holdings, Inc., please visit [sallybeautyholdings.com](http://sallybeautyholdings.com).

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