



NEWS RELEASE

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TO THE EDITOR

FOR IMMEDIATE RELEASE

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**NUTRACEUTICAL AND COSMECEUTICAL PACKAGING WITH
BOLD & BEAUTIFUL™ MASTERBATCH COLORS ENABLE
BIOTECH/BEAUTY AND NUTRITIONAL BRANDS TO PROJECT ENERGY
AND WELL BEING**

Product packaging utilizes color to communicate physical and emotional well-being characteristics of products formulated for active women

Tarrytown, NY: The rich Bold & Beautiful™ color masterbatch formulations from Ampacet are at the forefront in communicating powerful performance and emotional aspects of nutraceutical and cosmeceutical brands.

The product attributes of efficacy, performance, beauty and well-being are relayed through color designed to visually and emotionally connect active females to the product packaging.

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Page 2

“The Bold & Beautiful color line,” explains Linda Carroll, Ampacet’s Color Insight Manager, “complements the packaging for this market to reinforce the consumer’s product performance expectations. Evocative and therapeutic values resonate through the package color—allowing the brand to communicate the functional purpose and emotional well-being that make the biotech/beauty and nutritional brands stand out on the shelf.”

Ampacet Bold & Beautiful masterbatch colorants are offered in Balanced Blue, Red Resilience, Juiced Orange, Mango Motion and Guarana Green.

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AMPACET

Page 3

About Ampacet

Ampacet Corporation is a global masterbatch leader and offers the broadest range of custom color, special effect, black, white and specialty additive masterbatches for molding and a multitude of other processes and applications. With 18 manufacturing sites located in 13 countries worldwide, Ampacet now employs more than 1,600 people and has revenues exceeding \$790 million. Headquartered in Tarrytown, N.Y., Ampacet Corporation operates technical and color development centers and manufacturing sites throughout the Americas, Asia and Europe.

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AMPACET

Page 4



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Photo Caption:

Biotech/Beauty and Nutritional products for active females use Ampacet's distinctive, new Bold & Beautiful™ masterbatch colorants to communicate expectations for energy, endurance, performance, beauty and well-being.

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