

FOR IMMEDIATE RELEASE

Chemidex & ABC Cosmetologia Announce Strategic Partnership

Partnership will bring the power and resources of the Chemidex search engine to ABC Associates and provide them access to tools and resources in order to research ingredients and communicate with leading suppliers serving Brazil and Latin America.

Overland Park, KS – February 15, 2008 – Chemidex LLC, a leader in connecting suppliers and innovators through online search, today announced a partnership with ABC Cosmetologia (ABC) to provide innovative tools and resources to their professional members.

The Chemidex Personal Care & Cosmetics Cybrary offers specialized resources dedicated to the needs of formulating professionals in the Personal Care & Cosmetic industry. ABC is focused on providing industry professionals with access to technical articles, advising for Surveillance Health, Metrology and Environmental areas and Mercosul integration process.

Matthew Perry, Vice President of Market Development, said, “With the launch of the Personal Care & Cosmetics Cybrary into Latin America in 2007, we have seen phenomenal growth in that market and rapid adoption from key areas. We believe that this partnership with ABC Cosmetologia will further enhance our value proposition and allow us to better serve that important segment.”

To access the Cybrary, ABC members should login to ABC’s Web site and in doing so, can fully explore all of the resources of the Chemidex Cybrary. To learn more about Chemidex and to register for free access to the Cybrary, please visit: <http://www.chemidex.com>.

About Chemidex LLC

Chemidex LLC is the market leader in providing specialized search engine services in the chemical and life science industries. The specialized markets include: Paint & Coatings, Personal Care & Cosmetics, Plastics & Elastomers, Household Industrial & Institutional Cleaners, Graphic Arts & Inks, Adhesives & Sealants and Food & Beverage. The Chemidex Cybrary® at www.chemidex.com utilizes a proprietary search engine that enables formulators to locate ingredients and raw materials based on end-use application, physical property criteria and starting point formulation performance criteria. As a result, Chemidex speeds formulators’ product development while simultaneously enhancing chemical suppliers’ sales efforts by providing unprecedented market reach, service and product interest tracking.

Chemidex now offers focused Cybrary segments serving the [Adhesives & Sealants](#), [Graphic Arts & Inks](#), [Food & Beverage](#), [Household, Institutional and Industrial Cleaners](#), [Paint & Coatings](#), [Personal Care & Cosmetics](#) and [Plastics & Elastomers](#) industries. Membership to the Chemidex Cybrary is free to all qualified industry professionals.

About ABC Cosmetologia

Ever since its foundation in 1973, ABC’s effective efforts have always been important for technical, scientific and regulation sectors development in Cosmetology and also for its professionals, taking part in committees, technical studies advising for Surveillance Health, Metrology and Environmental areas and Mercosul integration process.

Learn more about ABC Cosmetologia by visiting them at <http://www.abc-cosmetologia.org.br>

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