

FOR IMMEDIATE RELEASE

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Kinetik Grows Leadership Team and Emerges as Leader in Personal Care Market

Hazlet, NJ—Kinetik Technologies is pleased to announce that it is growing its leadership team with the addition of Juliana Rumbaugh as Sales and Marketing Coordinator. Ms. Rumbaugh will be instrumental in Kinetik's push to become the leading distributor of quality ingredients to the North American personal care market.

Kinetik was started in 2003 in Hazlet, New Jersey by Chris Johnson. Johnson has a BS in Biological Sciences from Rowan University and began his Personal Care career in 1996 as Microbiologist for Brooks Industries. He entered Technical Marketing in 1998, where he ultimately assumed the role of European Marketing Manager. In this position, Johnson specialized in market development and used his experience in ethnobotany and skin physiology to aid in the development of novel and efficacious personal care ingredients. Chris's other experience includes acting as Marketing Manager for Croda Inc's Hair Care division before starting Kinetik Technologies.

Johnson is excited that Juliana Rumbaugh has agreed to join Kinetik's leadership team as Sales and Marketing Coordinator. "We are thrilled to have Juliana working with our organization," says Johnson. "Juliana brings great experience with her personal care background, dedication to customer satisfaction, and incredible marketing skills. With each new year, we are developing an exciting and well-qualified management team to move Kinetik forward. I am excited to work with Juliana and foresee a bright future for her here."

Juliana has a BS from Susquehanna University and has an extensive background in Marketing and Client Services. Juliana's previous work experience includes 5 years in the chemicals and personal care industry working for companies like General Chemical and Croda Inc. Rumbaugh's position with Kinetik will offer her a chance to utilize her creative marketing and sales skills and further her career in the personal care industry.

About Kinetik:

Kinetik started in 2003 with the aim of supplying specialty ingredients to the personal care market. Through an extensive technical and commercial background, Kinetik is able to bring active and functional ingredients of the highest quality to customers. Kinetik is partnered with a global network of innovative manufacturers, ensuring that their portfolio always includes ingredients at the forefront of technical marketing and creative



formulation. For more information on Kinetik and its products, please call 732-335-5775 or visit www.kinetiktech.com.