

<b>PRESS RELEASE</b>		<b>FOR IMMEDIATE RELEASE</b>
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**Integrity Ingredients Corporation Launches U.S. Product Development & Innovation Team**

Torrance, CA /IntegriNEWS/ -- Integrity Ingredients Corporation (IIC), a global presence in the manufacture and distribution of Clean Beauty raw materials, announced today the launch of its newly formed Product Development & Innovation Team. This new division will have a three pronged approach to:

- Discover unique actives and raw materials that offer a point of difference for IIC’s clients.
- Execute R&D exploration to unearth solutions for formulary issues.
- Serve as a product innovation service to develop new products and turnkey opportunities for both small indie startups, as well as large iconic brands.

Organizing R&D exploration and turnkey innovation under a new division will allow Integrity Ingredients to reimagine and manage proprietary lines of ingredients and turnkey consulting services. These services were originally developed by the IIC Marketing Department and under a dedicated unit IIC will be able to more fully leverage these solutions for clients.

"IIC currently has two Southern California technical labs to support our products and services," said David Howell, CEO and Co-Founder of Integrity Ingredients Corporation. "We have established a third lab in Dallas, Texas, and in tandem have appointed a Vice President of Product Development and Innovation located on the East Coast." "These initiatives are already helping us to bring an entirely new level of insight and innovation to our clients." according to David Howell who will lead the venture.

Integrity Ingredients Corporation is one of the first boutique distribution companies to establish a dedicated team with the technological and product expertise to tackle the complex innovation issues brands and personal care marketers face today. The new team is already underway developing technology solutions and services in three areas - enabling more stable formulations, an increase in speed to market and smarter, revolutionary, more interesting innovation.

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"For more than 15 years, Integrity Ingredients has grown and evolved within the beauty and personal care industries, giving us unique insight into the pain points faced by our clients," said David Howell. "We know that the technology and custom formulary convergence is the answer and we've invested heavily in the expertise and experience to make this happen. This is just the start as clients are already taking full advantage of this expertise."

### **The IIC Product Development & Innovation Team**

Members of the team include:

- Joy Roederer PhD, serves as IIC's Sr. Vice President of Technology & Business Development and her expertise lies in new technology sourcing and its execution from concept to commercialization. Her past leadership roles encompassed technical and strategic product development, innovation, and Regulatory Affairs at SC Johnson, BF Goodrich / Lubrizol, and Guthy-Renker. Her accomplishments include the development, manufacture and launch of more than 400 raw materials, and new cosmetic, OTC, and nutritional products in the US and overseas. Dr. Roederer serves in a multifunctional role to build IIC's technology and product concept portfolio. She will continue to interface with global suppliers to qualify and guide regulatory compliance and testing to ensure the highest efficacy standards for new ingredients. In addition, she will strategically collaborate with brands and formulators to facilitate application guidance and formula development.
- Vincent Penna, serves as IIC's Sr. Vice President of Business Development and Innovation and is an experienced senior executive with a demonstrated history in the cosmetics industry. He is an expert in luxury goods, consumer and personal care products, as well as beauty industry manufacturing and brand management. His past roles include President of Englewood Labs, Vice President of Corwood Labs and an executive role at Faber-Castell. His current focus will be on technologies that feature Clean Beauty product concepts and trends. Mr. Penna has established his reputation as a strong business development professional with an eye for unique, clean beauty ingredients and novel technologies.
- Tina Haviland has been recently appointed to serve as Vice President of Product Development and Innovation. She has extensive experience in all stages of product development from concept ideation through commercialization and will work closely with clients to deliver their innovative products to market. Ms. Haviland has worked for both Beauty Industry startup businesses as well as several major companies such as L'Oréal, Avon and Laura Geller Beauty. She is a renowned creative thinker with a passion for beauty, an understanding of consumers on a global scale and the ability to deliver products that delight and satisfy women's beauty needs.

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### **Services Provided by the Product Development & Innovation Team**

- Product Development from Concept to Commercialization
- Technology & Innovation Outsourcing
- Technology Development & Commercialization
- Research & Product Development
- Product Innovation, Concept Development & Turnkey Products
- Consumer and Industry Trend and White Space Analysis
- Market Research & Support
- Regulatory Support

### **About Integrity Ingredients Corporation**

Integrity Ingredients Corporation specializes in the manufacture and distribution of specialty, clean beauty raw materials for the personal care industry. IIC harnesses \$1.5 Billion in global raw material enterprise and represents over 3500 proprietary and key active materials from around the globe. For beauty brands, formulators and contract manufacturers, the company also provides custom product development, regulatory and turnkey opportunities. IIC also serves as a marketing services company that includes disciplines in PR, marketing, branding and research.

Source: Integrity Ingredients Corporation

Related Links: [www.integrityingredientscorp.com](http://www.integrityingredientscorp.com) / [Marketing@integrityingredientscorp.com](mailto:Marketing@integrityingredientscorp.com)

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