



Upsalite® in cosmetics

- Disruptive Materials has one division solely dedicated to cosmetics where it primarily focuses on premium products for skin and hair.
- The secret behind Upsalite is its porous structure. Upsalite absorbs excess sebum inside its porous structure while most other materials absorb sebum on the outer surface of the particles. This difference is what gives a dry clean feeling with only one single application.
- Upsalite is dermatologically tested, is hypoallergenic and a non-irritant.

Upsalite® a trendsetter that will turn into a Gold Standard cosmetic ingredient

Upsalite is becoming known as a "must have" ingredient and is set to disrupt and revolutionize the cosmetics industry. Disruptive Materials has analyzed some of the current and future trends in the cosmetics industry to ensure that Upsalite will exceed consumer needs and desires.



Some of these are as follows:

- **Selfie-ready:** It is proven to give a more translucent finish enabling an always "selfie-ready" appearance with minimal flashback effect from cameras and lights. All-important in today's digital social media age. Here Upsalite has a significant competitive advantage.
- **Unique absorption:** Upsalite absorbs excess sebum inside its porous structure while most other materials absorb sebum on the outer surface of the particles. This difference is what gives a dry, clean feeling with only one single application.
- **Setting:** Upsalite particles, with their irregular shape and unique absorption properties, adhere perfectly to the skin surface and prolong the wear of makeup giving a Long-Lasting result.
- **Complexion correction:** Its small fine porous particles blend well with other ingredients for a smooth looking appearance without leaving an ashy residue.

For further information please contact:
Jenny Andersson Collby
Marketing Director

jenny.collby@disruptivematerials.com
Mobile +46 73 591 9818

Company information:
Disruptive Materials AB
Uppsala Science Park
Dag Hammarskjöldsväg 54B
SE-75183 Uppsala, Sweden
www.disruptivematerials.com

