



**NEWS RELEASE**

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7th June, 2006

**Launch of new transparent cellulose gel products**

We have newly launched transparent cellulose gel (TCG) products in the market, which can be used as a gel base for cosmetics, toiletries and agrochemical applications. As the top manufacturer of sodium carboxymethyl cellulose (CMC), we at Dai-ichi Kogyo Seiyaku have rich production and application technologies of cellulose-derived products. For the purpose of expanding the field of cellulose-related products, we have obtained the production technologies of the TCG and are licensed to use the patent from/by Asahi Kasei Chemicals Corporation.

The composition of TCG is primarily water and cellulose. As the size of the cellulose particles in TCG is several tens of nanometer, which is smaller than the optical wavelength, its difference in refractive index from water is very small and therefore, its dispersion looks transparent.

The new products are nanometer-sized ultrafine particles dispersed in water, with the characteristic features of the natural material, cellulose, sustained. These ultrafine particles are in gel form at rest with high viscosity, but under high shear force, the viscosity drops all at once - the character very unique and not found in acrylic gelling agents or other cellulose materials. This is what makes these products very new and unique - they are "sprayable gel". Due to the strong effect of its hydroxyl groups, it is dispersed not only in water but also in alcohol or oil and blending of pigments or dyestuff is possible. They have good emulsifiability, either by themselves or in co-use with other emulsifiers.

Our sales forecast for these TCG products in 3 years is 400MT/year total. They are available as a white paste (4% solid) in polyethylene-lined carton boxes (18kg).

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