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News Release  
**FOR IMMEDIATE RELEASE**

**Coast Southwest Releases New Anti-Aging Publication: *The Future of Healthy Skin Today***  
*Ingredient technology leader delivers inspiring anti-aging portfolio to help formulators create imaginative products for personal care.*

Placentia, CA (November 16, 2017) Coast Southwest announces the release of a new anti-aging brochure. *The Future of Healthy Skin Today* features the most innovative anti-aging ingredients in the personal care industry.

The global anti-aging market, valued at about \$250 billion, is expected to reach \$331 billion by 2021. Advances in technology and greater product awareness are driving strong consumer demand, with the aging baby boomer segment representing the largest share.

“Consumers of all ages are looking for beauty solutions to combat the appearance of aging,” said Traci Cassell, market development manager, anti-aging. “Coast Southwest’s anti-aging team carefully considers every aspect of the global anti-aging market and every source of supply, assembling an unequalled ingredient portfolio. Our Innovation Center uses these exciting products to develop new application ideas and formulations that we bring to our customers.”

Coast Southwest can help chemists and formulators create imaginative new products that will set new standards in the marketplace.

Visit Coast Southwest at [Happi’s Anti-Aging Conference & Tabletop Exhibition 2017](#), November 29-30 at the Hyatt Regency, New Brunswick, NJ, to learn more about Coast Southwest’s advanced line of anti-aging ingredients.

Download *The Future of Healthy Skin Today* [here](#).



**About Coast Southwest**

Based in Placentia, CA, Coast Southwest is a leading full-service chemical distribution and ingredient technology company with six national locations, including an Innovation Center for the creation and development of unique ingredient concepts and formulas. Coast Southwest services manufacturers and formulators of personal care and household products throughout the United States. For more information, please visit [coastsouthwest.com](http://coastsouthwest.com).

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