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**News Release  
FOR IMMEDIATE RELEASE**

**Coast Southwest Introduces Easy-to-Use Water-soluble Hair Fixative**  
*Industry leader continues to release new ingredients for personal care.*

**Placentia, CA** (June 17, 2015) Coast Southwest launches **Endicare<sup>®</sup> DP-530S**, the newest ingredient in the company's line of innovative personal care solutions.

The product was introduced at the New York SCC Suppliers' Day in May. More than 6,500 chemists, suppliers, distributors, and industry experts attended the event.

Endicare<sup>®</sup> DP-530S (INCI: Polyethyloxazoline) is a water-soluble hair fixative polymer in easy-to-use liquid form. It is an economical alternative to PVP (Polyvinyl Pyrrolidone) or PVOH (Polyvinyl Alcohol) in both hairsprays and high clarity hair gels. Endicare<sup>®</sup> DP-530S provides excellent curl retention and thermal stability. It is resistant to humidity as well.

"Coast Southwest delivers more than thirty years of specialty chemical distribution experience to the personal care market," said Jacklin Vetkoetter Hoffelt, Coast Southwest senior marketing specialist.

"Our chemists are excited to be creating new products that offer formulators both ease-of-use plus exciting new application potential," Ms. Hoffelt said.

Endicare<sup>®</sup> DP-530S is ideal for formulators who want to produce clear, high viscosity hair gels. It works well in unique styling products including putties, muds, waxes, pastes, or glues. Endicare<sup>®</sup> DP-530S can be used easily in emulsion formulations and in single phase and cold process systems.

Formulas from Coast Southwest using Endicare<sup>®</sup> DP-530S for hair gel, pudding and glue are available [here](#).

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**About Coast Southwest, Inc.**

**Coast Southwest, Inc.** (Placentia, CA) is a leading full-service, regional chemical distribution company. From five strategic locations, we serve manufacturers and formulators of personal care and household products throughout the western United States and beyond with high-quality functional ingredients, on-time deliveries, and exceptional customer service.