

# NEW! NATURAL SUPERABSORBENT



PERSONAL  
CARE

FEMININE  
HYGIENE

BABY DIAPERS

INCONTINENCE

## NEW BIO-BASED SAP FOR BABY DIAPERS & ADULT INCONTINENCE PRODUCTS

Experience our new generation of natural superabsorbents specifically developed for your baby diaper and adult incontinence products.

Answering retail and consumer demands for more eco-friendly, sustainable, health-conscious products, this unique, bio-based superabsorbent is an alternative to conventional, polyacrylate-based superabsorbent polymers (SAPs) in your disposable personal hygiene applications.

## PRODUCT CHARACTERISTICS

Our patented, breakthrough technology using modified starch results in a natural, high-quality superabsorbent polymer with physical characteristics similar to synthetic, petroleum-based SAPs for easy and convenient processing.

It has been developed with your specific needs in mind. It features improved, effective absorption and retention, even under load.

### KEY BENEFITS

- Breakthrough natural superabsorbents technology
- Derived from bio-based, renewable resources
- Environmentally sustainable
- Physical characteristics similar to conventional SAPs

## OPTIMIZING NATURE'S VALUE

Derived from nature's resources, our new superabsorbent polymer is biodegradable\* and made from annually renewable resources available in abundant supply through ADM's integrated supply chain. Of course, it is still hypoallergenic\*, non-toxic\*, and safe\*, as is our previous generation of products.

Use this unique, innovative ingredient to differentiate, enhance, and add value to your products; to respond to your market's latest needs; or to meet the current and future requirements of the regulatory and eco-certification organizations.

## WORLD-LEADING BIO-BASED INDUSTRIALS EXPERIENCE

Behind our new superabsorbent polymer is the knowledge and expertise of ADM, a global leader in bio-based industrials products. From nature's renewable resources, we create high-performance, non-petroleum based ingredients that excel in applications from personal care and cosmetics to paint and coatings.

## PRODUCT AVAILABILITY

Samples of our new generation of superabsorbent polymers will be available upon request for product testing and safety approval. Please contact your ADM representative for further information and to establish a joint development project.

\*Studies utilizing internationally recognized test methods are currently underway to substantiate these claims.

For customers around the world, ADM draws on its resources—its people, products, and market perspective—to help them meet today's consumer demands and envision tomorrow's needs.

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