

# Uniquely Jaguar® - Rhodia pioneers the use of DNA-encryption technology in chemical industry

## Uniquely Jaguar®

To guarantee authenticity of our products and security in their user, Rhodia is pioneering the use of DNA-encryption technology.



This innovative use of technology will allow for instant detection of genuine Jaguar® products through a proprietary color reaction, and therefore guarantees the authenticity of our products and safety in their use for the consumers' health and well-being.

This initiative is consistent with Rhodia's principles of **Sustainable Development** and its responsibilities with respect to its customers to provide the quality and safety customers expect from its products, and to develop innovative solutions that help protect the environment and health & safety, legal interests and rights of both consumers and manufacturers.



## LOOK FOR THIS LOGO

*From April 1st 2006, all Jaguar® products sold anywhere in the World will bear this unique authentication tag.*



Rhodia is the world leader in the development and production of derivatives from guar. These derivatives are widely used in personal care, food and pharmaceutical products.

## The Jaguar® Advantage

**Jaguar®** are quaternized Guar Gum, a polysaccharide extracted from the seeds of the guar beans (*Cyamopsis tetragonoloba taub*), grown in Southern Asia for centuries.



For many years, Rhodia has been sourcing this unique raw material from this region, controlling each stage of the extraction and processing to assure consistent quality.

The exceptional properties of this biocompatible and renewable plant are the basis for Rhodia's proprietary **Jaguar®** line of natural cationic polymers as well as other innovative Rhodia products. The properties of Rhodia's **Jaguar®** impart an outstanding performance and sensorial benefits to hair and skin conditioners, kids' shampoos and shower gels.

For more information, visit us at [Care.Rhodia.com](http://Care.Rhodia.com) or contact [care@ap.rhodia.com](mailto:care@ap.rhodia.com)

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