

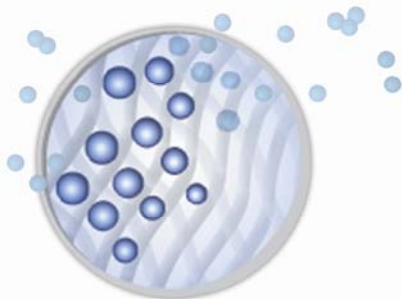
ADDITIVES FOR DOMESTIC WASH PROCESSES

The Opportunity

INNOVACEL Laboratories Bio Textiles has developed an additive for domestic washing machines that enables the consumer to apply cosmetic and pharmaceutical agents such as moisturizers, anti-cellulite creams, UV protection, and anti-wrinkle compounds to their clothes, bedding and other fabrics. The treatments last for at least 5 washes before it is necessary to treat the garments again. In certain cases, tests have shown that treatments maintain over 85% of their effectiveness even after 20 washes. Through the use of micro-encapsulation technology, Innovacel can create fabrics that hydrate, protect and embellish the skin.

Technology

Innovacel uses micro-encapsulation to package tiny parcels of a gas, liquid, or solid active ingredient into a second material to shield the active ingredient from the surrounding environment. The capsules release their contents during use, when they are in contact with the wearer. The encapsulant allows



controlled diffusion of substances such as cream and drugs upon movement or contact with the skin. A simple additive to a domestic wash is all it takes to microencapsulate your clothing or bed linen. Innovacel's patented process works by encapsulating the required agent in a cationic shell that enables the microcapsules to fix themselves to any type of textile during the washing process.

Applications

Applications for this invention are countless. Until now, microcapsule technology was limited to industrial applications. Finishes could be applied to bedding or clothing at the factory, but would soon lose their effectiveness. Now, microencapsulated additives can be applied directly to the domestic wash in a single dose. The product was designed to adhere at domestic washer temperatures, and can even be dried and ironed in a conventional way.



Because it is possible to add multiple doses to the wash, users can create their own desired combination of treatments. Blending moisturizers with UV sun protection and anti-wrinkle ingredients are all possibilities.

Intellectual Property

The invention is captured in PCT patent *P2004402820* with worldwide protection.

For More Information

The Company is seeking qualified licensees to bring its innovative new technology into commercial use.

For more information, contact:

Guillaume J. Raux, Technology Specialist
First Principals, Inc.

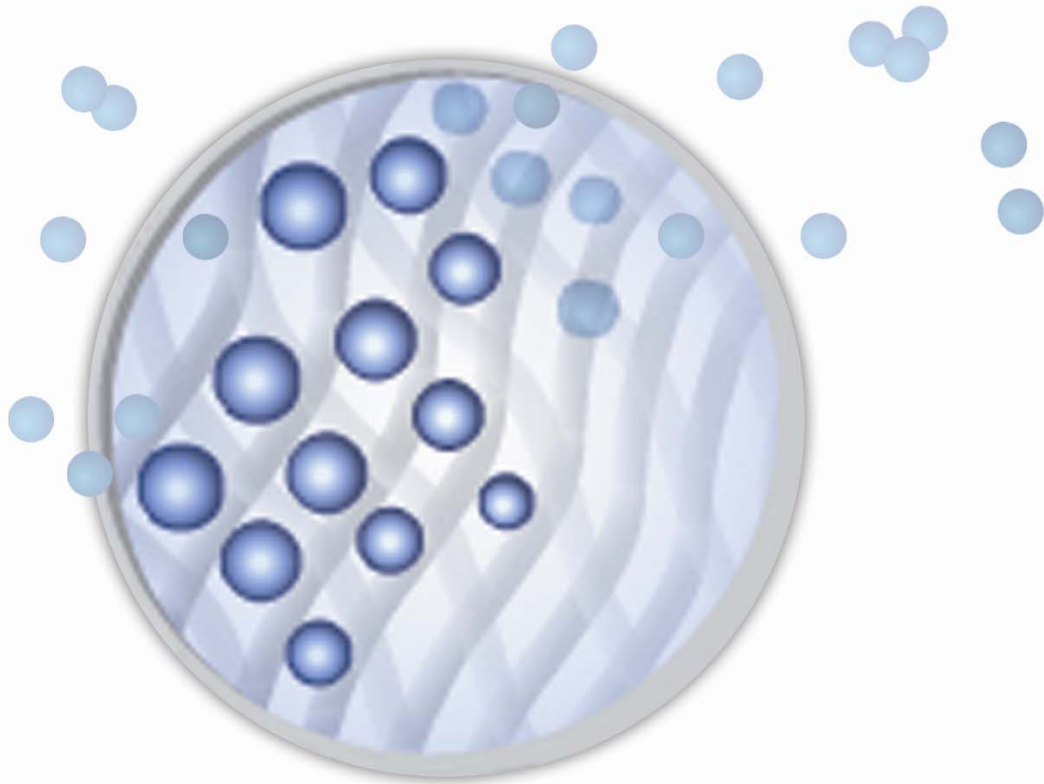
1768 East 25th Street
Cleveland, OH 44114

Tel: 216-391-7052 Fax: 216-881-8522

email: gjraux@firstprincipals.com

Website: <http://www.firstprincipals.com>

First Principals, Inc and LMCA



Additives For Domestic Wash Processes

Guillaume J Raux
Technology Specialist
Tel: (216) 391-7052

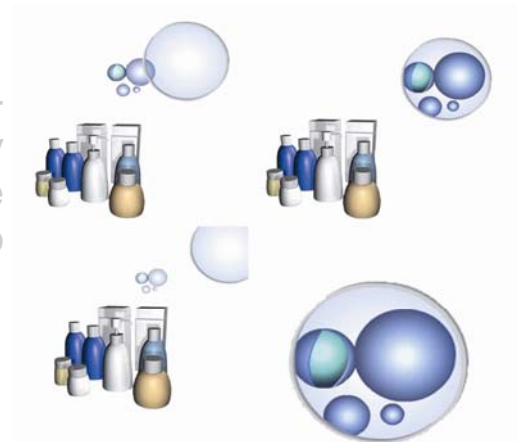
**FIRST
PRINCIPALS**
TECHNOLOGY TRANSFER & COMMERCIALIZATION

Innovacel

INNOVACEL Laboratories Bio Textiles has developed an additive for domestic washing machines that enables the consumer to apply cosmetic and pharmaceutical agents such as moisturizers, anti-cellulite creams, UV protection, and anti-wrinkle compounds directly to their clothes and bed sheets.



- **Efficient:** Innovacel can be used with all types of garments and fabrics and in different washing conditions without affecting the feel of the fabrics.
- **Simple:** Microencapsulated additives can be applied directly to domestic wash in a single dose and can be combined with any detergent or fabric softener.
- **New:** Innovacel uses micro-encapsulation to package tiny parcels of gas, liquid, or solid active ingredient into a second material to shield the active ingredient.



- **Applications:** Because the micro-encapsulation process allows for different treatments to be encapsulated, manufacturers can market targeted combinations of Innovacel to consumers with very specific needs.
- **Competitive:** The Innovacel patent is for applying already available products such as moisturizers, anti-cellulite creams, and UV protection to textiles. This gives the Innovacel patent the scope to develop a whole array of treatments using those that already exist in the cosmetic market.

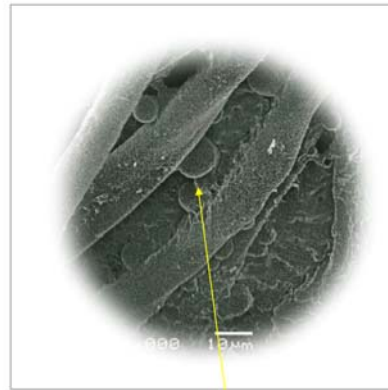


Innovacel

These products are designed to adhere at domestic temperatures, and can even be dried or ironed in a conventional way.



MICROCAPS®
100 mm x 250



MICROCAPS®
10 mm x 1000

Treated fabrics can sustain as many washes as desired before needing another treatment simply by adjusting the concentration of Innovacel in the wash.

“It’s in the wash!”



Silhouette
Imagine...
New,
Simple,
Practical
and Efficient

the anti-cellulite
of Innovacel



Request for Information:

First Name: _____

Last Name: _____

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Dept: _____

Company: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Country: _____

● Email: _____

● Phone: _____

● Fax: _____

● Comments: _____

Mail this form to:
First Principals, Inc.
1768 East 25th Street
Cleveland OH, 44114-4420



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First Principals, Inc.
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Cleveland, OH 44114
Tel: 216-391-7052
Fax: 216-881-8522
email: gjraux@firstprincipals.com
Website: <http://www.firstprincipals.com>

