

Genomatica Names Viachem Distributor for Brontide Natural Butylene Glycol in North America

Innovators partner to help personal care manufacturers meet rising consumer demand for more natural products

San Diego, California and Plano, Texas (November 7, 2018) – [Genomatica](#), a widely-recognized technology leader for bio-based chemicals today announced that [Viachem](#), an innovative distributor of specialty chemicals and ingredients, will market, sell and distribute Genomatica’s natural, award-winning Brontide™ [butylene glycol](#) to the [personal care](#) market in North America.

The partners expect [Brontide](#) to be a compelling drop-in replacement for petroleum-based ingredients currently used in personal care products – for moisture retention, improved texture, antimicrobial properties and as a stabilizer for extracts.

A strong start

Both partners are seeing strong interest in Brontide. At a recent personal care industry preview at [SWSCC](#), Brontide commanded the attention of many formulators, leading to numerous requests for product samples.

“Brontide is opening doors for personal care manufacturers looking to create more natural products, and we anticipate widespread interest in the months ahead,” said Mike Efting, Viachem’s founder and president. “Brontide gives our customers a natural alternative that delivers the same formulation properties as petroleum-based material, helping them to differentiate their brands.”

A natural partnership

Both companies are regarded as innovators and have been recognized by the mainstream chemical industry. Genomatica is a long-standing leader in bioengineering and has earned many industry awards for its bio-based process technologies, including the prestigious [ICIS Innovation Award](#) for Brontide.

Viachem uses a multistep, strategic approach for marketing better, differentiated ingredients. The company is at the forefront of personal care trends; offers an extensive product portfolio; and employs experienced sales professionals that are chemists and biologists, to better serve their customers. Viachem’s unique sales and marketing model earned them a finalist spot in the Best Business Innovation category for the ICIS Innovation Awards.

“Viachem knows the personal care market and understands how Brontide can help formulators develop better, more natural products,” said Damien Perriman, Genomatica’s senior vice president, Specialty Chemicals. “The company’s innovative approaches to marketing and customer support, as well as their reputation, make them the ideal partner for distributing Brontide in North America.”

A sustainable fermentation process

Genomatica produces Brontide bio-based butylene glycol from natural, plant-based sugars using its safe and sustainable fermentation-based process technology. This innovative approach has high appeal in personal care applications where demand for natural ingredients is growing.



Genomatica has been shipping Brontide since mid-2017. To request a product sample or to learn more about how personal care manufacturers can use Brontide to develop new natural products and reformulate traditional products, contact Genomatica at Brontide@genomatica.com and visit www.brontidebg.com.

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About Genomatica

Genomatica is a widely-recognized leader in bioengineering and aims to [lead a transition](#) to more sustainable materials. It develops bio-based process technologies that enable a better way to produce widely-used chemicals, from alternative feedstocks, with better economics, sustainability and performance. Genomatica has earned widespread acclaim for its technology; has commercialized processes for the chemical butanediol (for biodegradable plastics and apparel) and for butylene glycol (cosmetics and personal care); and is working on bio-nylon. Awards include the [Kirkpatrick Award](#), for “the most noteworthy chemical engineering technology commercialized in the world” and the [ICIS Innovation Award](#) for its Brontide™ butylene glycol. To learn more, visit www.genomatica.com.

About Viachem

Viachem, Ltd. is Where Chemistry Delivers Results. A leading sales and marketing distribution company, Viachem strives to be the go-to choice for chemical suppliers and North American manufacturers utilizing those elements who desire sales growth and reliable distribution of chemicals and ingredients through our unique sales model, elements of inside and skill-based sales, technical expertise, responsible distribution and market transparency. Located in the Dallas metroplex, Viachem was founded in 2006 and is a member of the National Association of Chemical Distributors (NACD).

For more information

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