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**AMERICHEM TO FEATURE THEMED COLOR STYLES FOR  
HEALTH AND BEAUTY PACKAGING SEGMENTS**

**CUYAHOGA FALLS, Ohio** (September 1, 2010) – Americhem Inc., a global provider of custom color and additive solutions for polymeric products, will be introducing a selection of themed colors to aid in the design of health and beauty packaging products. The company will display examples of packaging incorporating these colors and distribute sample color chips at the HBA Global Expo (booth #1338), September 28-30 in New York City.

The colors are intended to give inspiration to packaging designers and brand owners and will be grouped in five themes. The categories include colors for a variety of health and beauty packaging types including:

- Hair care products
- Skin care products
- Cosmetics
- Products marketed to the “tween” demographic
- Products with a hi-tech look

Each color category contains twelve colors, with many incorporating tints, special effects and high angular color changes. Americhem product experts will be on hand to assist visitors in learning more about how the colors can be used in various polymers, production processes and end-use products.

By mixing and matching colors within a specific theme, designers can draw inspiration for multiple packaging components including containers, bottles, caps, closures, labels, trim and more.

“These colors were selected to enhance and differentiate these five product groups,” said Rod Manfull, Americhem’s general manager for molding products. “Because of Americhem’s expertise across a wide range of packaging product categories, we are uniquely qualified to make recommendations that will draw consumer attention at the point-of-purchase.”

Americhem’s color selection standards evaluate variables including industry trends, innovations, sales patterns and environmental factors in recommending colors specific to these industry segments.

Additional product displays at Americhem’s booth will highlight beauty color trends for 2012-2013, introduced through a presentation on the show floor on Tuesday, September 28 at 2:30 pm.

**ABOUT AMERICHEM**

Americhem is a global organization that delivers custom color and additive solutions for customers seeking superior performance and batch-to-batch consistency for polymer products. The company specializes in color and additive masterbatches backed by complete technical support that ensures quality, reliability, and value. Americhem operates six manufacturing plants and also maintains representative sales offices in Mexico City and Luxembourg. Corporate research & development facilities and headquarters are located in Cuyahoga Falls, Ohio. For more information visit [Americhem.com](http://Americhem.com) or call 888.659.9045.