

January 27, 2011

I am pleased to announce that as of January 21, 2011 Lubrizol has acquired Nalco Performance Products Group, a leading supplier of value-added specialty polymers and formulation additives marketed to the global personal care and household care industries. The business is complementary to our existing Noveon® Consumer Specialties personal and home care product line and strengthens our strategy of providing high-value technology solutions for hair, skin and home care applications through the further addition of naturally derived and synthetic conditioning and fixative polymers, sensory modifiers and other specialty ingredients.

We are very excited to add the Nalco personal care product line to our portfolio which now includes the following globally recognized brand names:

- Carbopol® Polymers
- Chembetaine™ Surfactants
- Fixate™ Styling Polymers
- Glucamate™ Thickeners
- Hydramol™ Esters
- Merguard® Preservatives
- Merquat® Conditioning Polymers
- Novethix™ Thickeners
- Pemulen™ Polymeric Emulsifiers
- Schercemol™ Esters
- Sensomer® Naturally Derived Conditioning Polymers
- Solamer® UV Absorbers
- Sulfochem™ Surfactants

We believe the joining of our two personal care product lines creates a portfolio of industry-leading technologies that will help make you more successful through expanded access to innovative ingredients, formulations and applications knowledge.

Be assured that Lubrizol remains focused on growing our personal and home care business, and we are confident that this strengthened portfolio, expanded geographic footprint, as well as access to additional dedicated technical service and sales personnel, will better position us to serve your diverse needs. To assist us even further, Lubrizol and Nalco have entered into a long-term manufacturing and supply agreement which will enable us to continue to produce your product(s) without changes to your current plant location, manufacturing process or global specifications.

During the integration of this business, we are committed to maintaining business as usual. There are no immediate changes in processes and you should continue to place orders in the same manner as you do today. Please continue to contact your current representative for any orders or questions. As the integration progresses, we will communicate all order and other business process changes to you.

If you have any questions regarding this announcement, please refer to the attached Q&A and press release or feel free to contact your current sales representative.

Best regards,



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**Attachments:    Press Releases  
                         Customer Q&A**