



DESERT WHALE

JOJOBA COMPANY

FOR IMMEDIATE RELEASE

Desert Whale Introduces Water Soluble Jojoba

TUCSON, Arizona – December 2002-- Desert Whale Jojoba Company has added water-soluble jojoba to their growing line of jojoba derivatives. Jojoba Aqua Sol – 120, a polyethylene glycol derivative of jojoba oil, is a very mild non-ionic surfactant and secondary emulsifying agent. Being one of the few forms of water-soluble jojoba oil, Jojoba Aqua Sol – 120 is ideally suited for clear shampoos, conditioners and hair styling products. This jojoba based emollient is compatible in the full range of pH and salt concentrations, and is an ideal addition to carbomer gel formulations, including stick products. A clear solution without the bitter taste normally associated with PEG products, Jojoba Aqua Sol – 120 contributes to gloss and is ideal in formulating the new water-based color cosmetics. Jojoba Aqua Sol – 120 is available in an anhydrous flaked form or pre-dispersed aqueous form (Jojoba Aqua Sol – 120W), allowing for ease of addition during formulation. Desert Whale, the largest grower of jojoba in the US since 1978, also offers a full range of natural emollients to compliment their line of jojoba products.