



Naturally Organic Beauty Products

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19 Green

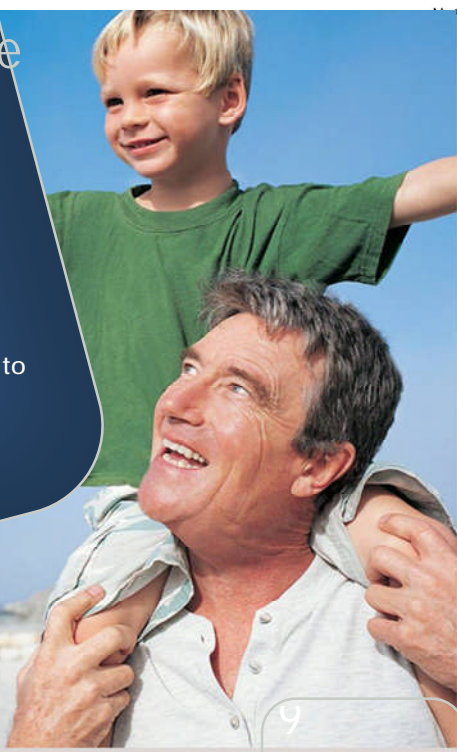
Elements of Innovation

GREENER SOLUTIONS THROUGH INNOVATION
SOLVING ENVIRONMENTAL ISSUES WITH
STRATEGIC RESEARCH

"Between now and 2020, the world's going to add another billion people. And their resource demands--at every level--are going to be enormous. If we give each one of the next billion people on the planet just one sixty-watt incandescent light bulb, it will require about 20 new 500-megawatt coal-burning power plants. That's so they can each turn on just one light bulb" -**Thomas Friedman**-Hot, Flat and Crowded

Because their future is in our hands

At Innovative Formulations, we understand the importance of protecting our environment, for the over 45 years our mission has been to create natural safe and effective products using only natural and organic materials



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Energy

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Values

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Resources

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In
Innovation

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Rf
Rain Forest

16
Cr
Creativity

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Ec
Ecology

18
Ht
Habitat

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Ph
(770) 253-7708

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Fx
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3
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Technology

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En
Environment

11
Cn
Creativity

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Rn
Renewable

Sustainability

Our technical team has developed specialized formulations based around sustainability. Our chemist utilize selective ingredients that are environmentally friendly and effective in their performance property through out a variety of industrial and institutional applications. Our formulation designs are based on using only the best natural ingredients that are responsive to relevant environmental conditions and factors. Our chemist compliment our product design through specific biodegradability standards that are focused on reducing BOD, COD, TSS, FOG and other waste water discharge problems associated with many industrial cleaning chemicals. Our research team has **multiable US & International** in bioremediation and we continue to explore new technologies as we see biological applications as the future in environmental sustainability. Our research team has **multiable US Patents & International** in bioremediation and we continue to explore new technologies as we see biological applications as the future in industrial problem solving.

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Challenge

12
Sf
Safety

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Rc
Recycle

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Pl
Planetary

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Nt
Action

Sustainability through Nature

Innovative Formulations utilizes the best of natural ingredients from around the world to formulate only the best quality products in our industry.

INNOVATION is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know and to apply the principles of successful innovation.

Peter F. Drucker –The father of Modern Management

I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent."

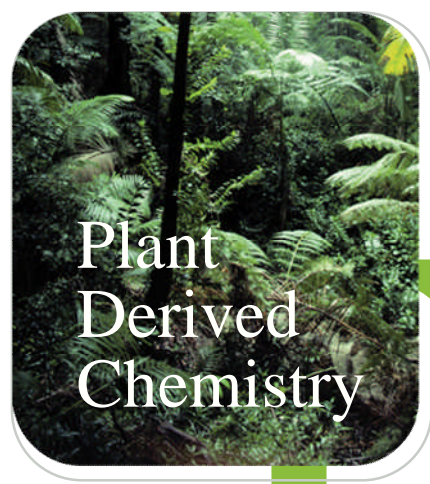
- Thomas Edison

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Iv
Involvement



Natural Citrus Chemistry

D-Limonene found in citrus fruit such as oranges, tangerines, lime and lemons are natural solvents used in many of the Innovative Formulations natural products these natural solvents enhance the cleaning ability of the formulations, while helping to maintain a balanced pH. Additionally, these solvents act as natural chelating agents that tie up hard water minerals which can hinder the effectiveness of a cleaning material. Not only are these natural solvents found in nature but they are renewable and biodegradable. Our technical team



Plant Derived Chemistry

Plant Based Chemistry

Innovative Formulations utilizes natural plant-based cleaning agents that are derived from natural substances such as coconut oil or palm-kernel oil. These agents work hard to remove dirt, soil and grime. As well these materials are naturally biodegradable and renewable.



Water Treatment Chemistry

Water Treatment Chemistry

Water is the earth's most essential natural resource, Innovative formulations acknowledges the need for developing new technologies that preserve water quality and insure a safe and clean natural source of water to the general public and to industrial quality standards. Our products are certified through NSF and many of our polymers are certified for use in potable water. Our flocculants and coagulants are used in many industrial settings and extremely effective in separating and preparing sludge for waste water applications.

DFE Approved Products

DFE fit for the environment is the EPA's program to certify natural and biodegradable products used in our industry. Innovative Formulations has many formulations that are certified through DFE standards. As we strive to continue to develop formulations that are biodegradable and utilize natural renewable resources.

