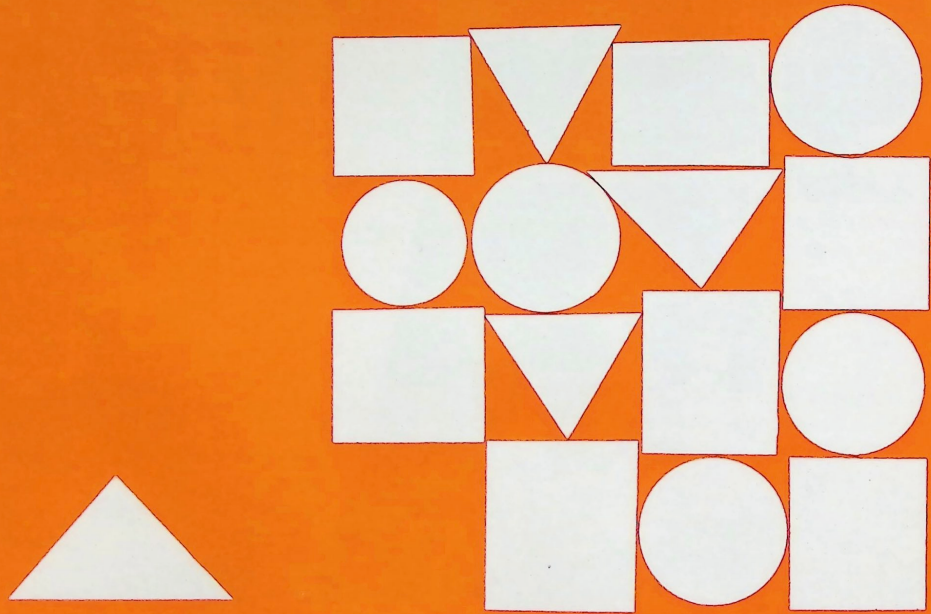




**Now, 1,3-butylene glycol
has FDA acceptance as a
plasticizer in cellophane
used for food packaging.**

**So NOW take another look
at 1,3-BG's potential
for food, drug
and cosmetic products.**

We think you ought to consider the use of 1,3-butylene glycol where a low-toxicity glycol is desirable.

As a humectant, for example, 1,3-BG is relatively unaffected by temperature or humidity changes. Our tests show 1,3-BG acquires and maintains atmospheric moisture at nearly constant levels in the 20-50% humidity range. Other polyols tend to show a pronounced slope with moisture retention poor at low humidity, excessive at high humidity.

Our 1,3-butylene glycol is an extremely pure (99.0%) four-carbon diol, with toxicity, humectant and solvent prop-

erties well suited to food, drug and cosmetic products.

Celanese is busily adding to an already extensive body of toxicological data on 1,3-BG. It's all available to you. Write to: Celanese Chemical Company, Dept. 594-L, 522 Fifth Avenue, New York 36, N. Y.

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