



Designed Products Department, Midland, Michigan 48640

**Never before have so many owed so much to so little.** It's hard to find a processed food, paint, cosmetic or pharmaceutical product that isn't better or can't be made better with a little METHOCEL\* cellulose ether. This family of 32 tasteless, odorless, colorless synthetic gum products gels upon heating and resolubilizes upon cooling. They're water or organic soluble, non-ionic, surface-active, freeze-thaw stable and pH insensitive. In a paint, this cellulosic thickener has superior enzyme resistance. Cosmetics people use METHOCEL as a thickener, a lather enhancer, an emulsion and suspension stabilizer, a film-former, a water retainer or a lubricant. As a food additive, METHOCEL cellulose ether is a natural. It's a water-soluble film-former for tablet coatings; a grease barrier for frozen french fries; a binder for breaded products, to name a few. In fact, it has so many uses, we probably haven't discovered them all. So if you haven't discovered METHOCEL yet, it's time you did. Just write us.

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