

# Brontide® on the bottle

*Brontide* natural butylene glycol labeling can differentiate natural and sustainable personal care brands.



**Substantiated sustainability:** Align your brand or product with *Brontide* natural butylene glycol, which is powered by plants and backed by science.

**The “hero ingredient” in your product:** Feature *Brontide* natural butylene glycol as your penetration enhancer alongside cosmetic benefit claims or as a functional differentiator. [Click here](#) to learn more.

**On the front label:** The *Brontide* logo can be used to differentiate a personal care product.

**On the back label:** The INCI name for *Brontide* is “butylene glycol.” The ingredient can be described as “**butylene glycol (natural)**” or “**butylene glycol (Brontide®)**” on packaging or marketing support.

Request the style guide for the *Brontide* trademark, as well as licenses to use the trademark for your product or company branding, by contacting Kyle Huston at [khuston@genomatica.com](mailto:khuston@genomatica.com).

***Brontide* natural butylene glycol has been awarded the EPA Green Chemistry Challenge Award and ICIS Innovation Award.**



Created by Genomatica, a San Diego-based biotechnology company that has been innovating for over 20 years to develop methods to make widely-used ingredients a better way, using renewable feedstocks and more sustainable approaches.