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## Rhodia Brazil to Export Silky Cloth that Fights Cellulite

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The Brazilian laboratories of Rhodia have already become a reference in modern technologies for developing intelligent yarns, ones that hold promise ranging from improving sports performance to treating cellulite of those who wear clothing that uses it as raw material. The new launches produced exclusively in Brazil will soon be exported to the world.

"Rhodia has been investing continually in innovation for the development of highly differentiated yarn, with previously unseen properties, and thus Brazil has become a pilot in the development of new technologies," says the marketing manager of Rhodia, Elizabeth Haidar.

The Emaná yarn, for instance, features bioactive crystals that activate microcirculation, improving sports performance and helping fight problems such as cellulite.

"You feel the results in your skin," says the manager. The Allumé Silk yarn, developed in partnership with lingerie manufacturing company Liz, results in a very thin cloth and has the soft touch of silk, with the same durability features.

"The newly released products were developed by the Brazilian team, with professionals in the fields of electronics, chemistry and textiles, over the course of approximately three years," says Elizabeth.

According to her, Rhodia has set its priority on developing responses to the signals that the body gives.

"We have established partnerships with universities to create yarns that protect against sunrays, for use in uniforms, sports clothing, beachwear," she explains. "There is also the Biotech, for controlling the spread of bacteria that cause unpleasant odors," she adds.

In Brazil, Rhodia has signed deals for the new Emaná and Allumé technologies to be produced by four manufacturers: Scala Trifil, Affinity Berlan, Rosset and Santa Constância. It all leads to believe that the Brazilian technology will soon arrive at the Arab countries, as Scala, a leading company in domestic sock sales, already exports to Lebanon, Kuwait, the United Arab Emirates, Syria, Qatar and Jordan.

According to the director, in the second half of this year, the company will promote a consumer campaign to discuss the advantages of technological yarn such as the Emaná, which was released at the just-concluded Brazil Fashion Salon 2009 at Expo Center Norte, in the city of São Paulo.

The Salon brings together 400 exhibitors of lingerie and underwear, beachwear, men's clothing, fitness wear, textiles and

accessories. For this edition, the event was expanded, having been attended by international buyers from Ecuador, Portugal, Chile, Greece, Peru, Italy, Paraguay and Uruguay.

Rhodia is a French multinational company that employs 14,500 people worldwide and posted revenues of 4.8 billion euros (US\$ 6.7 billion) last year. Rhodia's shares are traded on the Paris Stock Exchange (Euronext).

Comprised of six companies, the Rhodia group is a partner with the leading global players in different markets: agrochemicals and animal nutrition, automotive, consumer goods and textiles, electric and electronic equipment, energy and reduction of greenhouse gas emissions, aromas and fragrances, healthcare, personal care, industry and processing.

Anba