



## News Release

### Curie Co Launches AmpliPQ™: A Modern Preservation System That Redefines the Limits of Sodium Benzoate

Durham, NC — June 18, 2025 — Curie Co, an innovator of new ingredients leveraging biotechnology and conscious chemistry, today announces the launch of AmpliPQ™, a new preservation system.

AmpliPQ™ is a water-soluble, broad-spectrum preservation system that combines sodium benzoate with a proprietary pH adjuvant to extend antimicrobial efficacy up to pH 8.5, a leap beyond traditional use limits. It offers an economical and eco-friendly solution for broad-spectrum product protection across rinse-off and leave-on applications.

Designed with modern beauty and personal care formulations in mind, AmpliPQ™ is compliant with many retailer-driven clean programs, including Clean Beauty at Walmart, Target Clean, and Conscious Beauty at Ulta.

“With AmpliPQ™, we’re giving formulators a proven preservative with modern functionality,” said Erika Milczek, CEO of Curie Co. “It’s a simple yet powerful solution that bridges regulatory, consumer, and performance needs, without compromise.”

AmpliPQ™ is approved for use in beauty and personal care for the EU and US markets.

Visit [www.amplipq.com](http://www.amplipq.com) for more information, to request samples, and to sign up for upcoming mini webinars. AmpliPQ™ is an innovative system that enables next-generation product protection to fit the future of beauty and personal care.

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**About Curie Co** Curie Co is evolving the future of consumer goods with elegant science. Leveraging biotechnology and conscious chemistries to create new ingredients to strengthen, preserve, and elevate consumer products for a more sustainable and resilient future. Creating future-proof solutions that deliver performance and sustainability that can be formulated to fit a variety of industries, including beauty, food, textiles, and more. Learn more at [www.curieco.com](http://www.curieco.com).