



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 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.

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.