



# About Disruptive Materials

**Disruptive Materials is a dynamic, privately owned materials technology company** based in Uppsala, Sweden. It is founded on the unique and patented materials technology platform Upsalite<sup>®</sup>, an amorphous mesoporous magnesium carbonate (MMC). As its name implies, Disruptive Materials' modus operandi is to disrupt the status quo by delivering cutting-edge products and solutions that address real-life problems.

Disruptive Materials currently has three business units: Pharma, Cosmetics and Sports, and a joint venture company in Asia and is actively working with European and North American business and development partners.

Disruptive Materials use two external contract manufacturers to produce large-scale batches of Upsalite. As of beginning of 2020, Disruptive Materials has +30 employees.

## An award winning company

- In 2014 it was voted one of the hottest new Tech companies by "33 listan", a list of emerging technology companies in Sweden and won the Venture Cup, the biggest startup competition in Sweden. In addition, Upsalite was awarded Technology of the year by Global University Venturing (GUV).
- In 2017 it was elected best nanotechnology company of the year in the Nordics by SwedNanoTech.
- In 2018 a collaborative product was the winner of an ISPO award for best new climbing accessory.
- In 2020 a collaborative product won the Daisy Beauty Award for best innovation or base makeup product.

## Products

- The first products released through the joint venture in China include, an all-purpose powder spray, launched in September 2017 and a skin-care product released in May 2019.
- The first collaborative product released to the global Sports market was "Black Gold", an engineered climbing chalk, launched by the leading brand Black Diamond, in October, 2018.
- The first collaborative Cosmetic product released in Sweden was "Powder", a loose powder makeup base, launched by Palina Skinphilosophy in September 2019.

## How it all began

- In December 2011 Prof. Maria Strømme and her team at Uppsala University in Sweden, succeeded in synthesizing a stable mesoporous magnesium carbonate material with an extraordinary high surface area, which they named Upsalite.
- In 2012 the first patent application protecting the materials technology and the production thereof was filed.
- In 2013 Disruptive Materials AB was founded.
- In 2017 the first patent was approved in the USA, with approvals following suite in other commercially important regions and countries.
- Additional patent families are pending in accordance with the company's business strategy through continued research in Disruptive Materials own R&D department and in collaboration with departments at Uppsala University.

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