

AND JUST LIKE THAT, THE FACE OF CHEMISTRY CHANGES. A world that includes

the Human Element along with hydrogen, oxygen and the other elements, is a very different world



indeed. Suddenly, chemistry is put to work solving human problems. Bonds are formed

between aspirations and commitments. And the energy released from reactions fuels a



boundless spirit that will make the planet a safer, cleaner, more comfortable place for generations to

come. A world that welcomes change is about to meet the element of change: the Human Element.