

# **BusinessWeek**

## **Of Corny Clothes and Sponge Detectors**

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Scientific meetings are not exactly the most fashion-forward events. But the biotech community tried to counteract the geekster look of at least one such confab, the recent World Congress on Industrial Biotechnology & Bioprocessing in Toronto, by putting on an haute couture fashion show. The Biotechnology Industry Organization (BIO) showcased dresses made from Ingeo, the first fiber spun from corn syrup. Introduced by Cargill three years ago, Ingeo is a biodegradable polyester made from renewable crop sources unlike petroleum-based polyesters.

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