

*And when we add it to the equation, the chemistry changes. Every reaction is different. Potassium looks to bond with potential. Metals behave with hardened resolve. And hydrogen and oxygen form desire. The Human Element is the element of change. It gives us our footing to stand fearlessly and face the future. It is a way of seeing that gives us a way of touching: issues, ambitions, lives. The Human Element. Nothing is more fundamental. Nothing more elemental."*

*-Dow Chemical*

