



NEWS RELEASE

FOR IMMEDIATE RELEASE: June 19, 2025

Contact: Anna Mullen, VP Marketing

Tel: 1-800-423-6587 x3332

amullen@icc-es.org

www.icc-es.org

ICC-ES Supports Code Compliance and Sustainability Initiatives in the Gulf Region with Certification for Innovative Admixture

Evaluation of SmartCare CureAssure to Dubai Building Code provides a verified pathway for approval



SmartCare CureAssure enhances concrete performance and is now certified to the Dubai Building Code.

Brea, CA – ICC Evaluation Service (ICC-ES) has issued an Evaluation Service Report (ESR) to Asian Paints for its SmartCare CureAssure internal curing admixture, the first system of its kind evaluated to the Dubai Building Code (DBC)

under ICC-ES Acceptance Criteria AC564. This ESR provides a verified pathway for regulatory approval and use across the Gulf region.

“This ESR supports innovation in sustainable construction by providing Dubai Municipality and industry stakeholders with verified performance data,” says Mohamed Amer, Managing Director of ICC MENA. “Through third-party technical validation, ICC-ES enables new technologies like SmartCare CureAssure to gain market access while supporting local code compliance and environmental priorities.”

SmartCare CureAssure, a next-generation, chloride-free liquid admixture classified as Type S (Specific Performance) is the first internal curing admixture to receive Dubai Municipality approval for use. It enhances concrete performance by improving internal moisture retention and reducing the need for external curing, helping address key sustainability goals in regions where concrete is the most widely-used building material.

The use of SmartCare CureAssure can reduce water consumption during construction while improving concrete durability—a critical advancement in the Gulf Cooperation Council (GCC) region, where reducing embodied carbon and conserving resources are top priorities.

"Having ICC-ES independently verify the performance of our system for compliance with the DBC reinforces our dedication to innovation and environmental stewardship," says Joseph Eapen, CEO of Asian Paints International Private Ltd.

ICC-ES continues to support the growing demand for product certification and evaluation in the MENA region. ESRs serve as a pathway for innovative products to demonstrate code compliance and accelerate acceptance by regulatory authorities, developers, and specifiers.

To view ESR-5402, [click here](#).

###

About ICC-ES

ICC Evaluation Service (ICC-ES), a member of the ICC Family of Solutions, is a nonprofit, limited liability company that provides technical evaluations of building products, components, methods, and materials. ICC-ES [evaluation reports](#), [building product listings](#), and [plumbing, mechanical, and fuel gas listings](#) provide evidence that products and systems meet requirements of codes and technical standards.