

# HydraSoy Introduces Updated Soy-Based Roof Rejuvenation Formula and Contractor Access Model

*HydraSoy launches nano-emulsified roof rejuvenation formula alongside contractor model with no franchise or territory restrictions*

COEUR D'ALENE, ID, UNITED STATES, April 22, 2026 /EINPresswire.com/ -- [HydraSoy](#) Introduces Updated Soy-Based Roof Rejuvenation Formula and Contractor Access Model

HydraSoy has announced the release of an updated formulation for its soy-based roof rejuvenation product, alongside changes to how contractors can access and adopt the system. The company states that the new formulation is designed to improve application consistency, product stability, and overall performance in asphalt shingle restoration.

The updated formula incorporates a revised emulsification process that produces significantly smaller, nano-scale particles within the solution. According to HydraSoy, this adjustment represents a notable shift from conventional soy-based and petroleum-based roof treatments, which typically rely on larger particle structures that may not disperse or penetrate as uniformly.

## Formulation and Performance Characteristics

HydraSoy reports that the reduced particle size allows the solution to remain more evenly suspended during application, contributing to consistent coverage across roof surfaces. The company also notes that the nano-scale structure may improve the ability of the product to penetrate asphalt shingles, where soy-based oils are intended to restore flexibility and extend service life.

Additional characteristics of the updated formulation include:



- \* Extended in-use stability, reducing the need for frequent agitation during application
- \* More uniform distribution across treated surfaces
- \* A concentrated format designed for on-site dilution and application

These attributes are intended to support a more streamlined application process for contractors while improving consistency in treatment outcomes.

### Distinction Within the Roof Rejuvenation Category

Roof rejuvenation products have become increasingly common as contractors and homeowners look for alternatives to full roof replacement. Many available solutions vary widely in composition, concentration, and application behavior.

HydraSoy's approach, centered on nano-scale emulsification and a [concentrated soy-based formulation](#), reflects a broader trend toward refining how these treatments interact with asphalt shingles at a material level. By focusing on particle size and suspension stability, the company aims to address common challenges such as uneven application, separation during use, and variability in results.

### Contractor Access and Business Model

In addition to the formulation update, HydraSoy has introduced changes to its contractor access model. The company has removed several structural elements commonly associated with service-based product systems.

Key components of the updated model include:

- \* No franchise-based participation requirements
- \* No geographic territory restrictions
- \* Direct purchasing with no minimum order quantities

HydraSoy indicates that this approach is intended to allow contractors to evaluate and integrate roof rejuvenation services without long-term contractual commitments or significant upfront costs.

### Industry Context

Soy-based roof rejuvenation products are part of a growing segment within the roofing industry focused on extending the lifespan of existing materials. These treatments typically use plant-derived oils to restore pliability in aging asphalt shingles, offering an alternative to more resource-intensive replacement.

As demand for maintenance-based solutions increases, factors such as formulation consistency,

ease of application, and contractor accessibility continue to shape product development within the category.

#### Availability

The updated HydraSoy formulation is currently available to contractors through the company's [direct ordering system](#)

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