

FOR IMMEDIATE RELEASE:

## **SENSORY HAIR CARE HIRE:**

SHIN-ETSU SILICONES HIRES RA'KIA AS CHEMIST TO ADVANCE HAIR CARE SILICONE FORMULATIONS FOR COSMETICS APPLICATION LABORATORY.

**Totowa, NJ—June 2016**

A pioneer in the field of silicones for personal care products, Shin-Etsu Silicones of America, Inc. (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan) recently announced the hiring of **Ra’Kia** as a Chemist to oversee development of hair care specialties for the Cosmetics Application Laboratory (CAL) in Totowa, NJ.

Ra’Kia joins the CAL team with recent experience as a Senior R&D Chemist for Zotos International (Darien, CT), where her primary focus was on formulations of Hair and Body Care products. She holds a Bachelor’s Degree in Chemistry from Howard University, Washington, D.C., and a Master’s Degree in Cosmetic Science from Fairleigh Dickerson University in Teaneck, NJ.



Reporting to Shin-Etsu’s CAL Team Leader Janine Churette, Ra’Kia’s primary focus will be to manage advancements for silicone usage in hair care formulation performance that will offer a diverse range of benefits such as silky soft feel, detangling, anti-frizz, shine enhancement, volumizing, and straightening. Prototypes for some of these new formulations were recently previewed during the Midwest SCC Chapter Teamwork Show (Chicago, IL). The core focus was on two innovative products:

### **KF-8020: Dimethicone (and) Aminopropyl Dimethicone**

The formulation is a solution of amino gum in 20 cS dimethicone. When incorporated into personal care formulations, it forms a substantive, non-occlusive, hydrophobic film that improves the feel of the product, could enhance the substantivity of actives, and provides long lasting benefits. It’s designed for skin and rinse-off products.

### **X-22-6695B: Emulsifying Crosspolymer in Jojoba Oil**

The formulation is a silicone crosspolymer gel swelled in jojoba fluid. The crosspolymer part is a modified glycerin which provides good moisturizing effect. It can be used not only as a thickening agent for organic and natural ingredients, but it also works as an emulsifier for making W/O emulsion. X-22-6695B is a useful raw material for cosmetic and personal care applications.

Shin-Etsu’s CAL Team Leader Churette noted, “The addition of Ra’Kia further advances SESA’s ability to go beyond skin and color cosmetic silicone solutions—offering formulators innovative sensorial benefits for a wide variety of hair product applications for today’s Personal Care Market.”



Notably, SESA's Cosmetics Application Laboratory is strategically located only 20 miles from Manhattan and Newark International Airport—which allows SESA to be closer to many of its strategic customers based in New York and New Jersey.

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**CORPORATE PROFILE:** A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan, Shin-Etsu Silicones of America Inc. offers vast technical and capital resources to formulate solutions as a major supplier of silicone materials to North America's medical, automotive, electronics, aerospace, cosmetics, and manufacturing industries. Shin-Etsu's premium silicone compounds incorporate leading-edge technology, staff expertise, and value-added service; offering customers the highest levels of quality and consistency in specialty silicone materials.

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