

FOR IMMEDIATE RELEASE:

SENSORIAL STICK SUNSCREEN ADVANCEMENTS:

SHIN-ETSU SILICONES TO PREMIERE NEW EASE-OF-USE, STICK SUNSCREEN SENSORY FORMULATIONS AT THE FLORIDA SCC 2019 SUNSCREEN SYMPOSIUM.

Paramus, NJ—August 2019

With a forward thinking design of meeting the needs and demand of advanced convenience and vast sensorial benefits for sun care product consumers, Shin-Etsu Silicones of America, Inc. (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan) will be showcasing its revolutionary new sunscreen stick formulations at The Florida Chapter of the Society of Cosmetics Chemists 2019 Sunscreen Symposium (September 12–14). The event, titled “Integrating Beauty through Suncare, Anti-Aging, and Skin Cancer Protection”, will be held at Disney’s Yacht Club (Lake Buena Vista, FL), and will offer Cosmetic Industry professionals insight into the latest scientific developments and subjects via technical presentations, exhibits, and posters.



A pioneer in the field of silicones for personal care products, SESA will be exhibiting with a poster entitled, “**Silicone Tools: Stick Sunscreen Formulations**”. In this presentation, SESA cosmetic chemists will demonstrate the use of its revolutionary silicone cross polymer technology and phenyl modified silicone to formulate anhydrous, or water containing stick sunscreens, for a fresh feeling, unique sensory experience, minimal whitening, and ease-of-application.

The fact is, today’s consumers are looking for more convenience in sun care products, with benefits such as a non-greasy feel, minimized skin care routine, and ease-of-use. The goal of SESA’s new stick sunscreen formulations are to overcome many of the deficiencies of current formulations in the marketplace that are not convenient, portable, and/or aesthetically pleasing.

SESA’s functional silicone technology can provide solutions to formulation challenges in developing emulsions/anhydrous sunscreens—affording functionality, as well as good sensory and sun protection which directly address these growing consumer demands in the trending sunscreen stick format.

SESA STICK SUNSCREEN FORMULATIONS: KF-56A / KSG-18 / KSG-320 / KF-6038

Each formulation showcased in Shin-Etsu’s advanced poster presentation are stick sunscreens that contain organic UV filters. Phenyl modified materials in the family of products provide great compatibility between the UV filter and silicone properties—while also adding a nice radiant effect.

This silicone crosspolymer technology features phenyl modified fluids and elastomer gels that create an emulsion stick with water—almost like a clear oil stick. The newly formulated textures, in a portable clear stick, have no whitening, are not messy, and provide a dry after-feel. Additionally, they provide consumers with an ease-of-use/on-the-go protection that can be used on the face or body—providing a nice glow on the skin. The SESA stick sunscreen product family includes:

- KF-56A:** Phenyl modified silicon fluid / Face & Body oil stick with a nice glow.
- KSG-18:** Phenyl modified elastomer gel.
- KSG-320:** Alkyl modified self-emulsifying elastomer gel emulsion stick.
- KF-6038:** Emulsion sunscreen stick that uses properties of KSG-320, to provide high-cooling and face moisturizing.

Sunscreen UV levels vary for each formulation, providing an SPF ranging between 30-to-50—with the emulsion sticks at SPF 30, and the oil stick rating at 50 plus. All formulations are FDA approved, and are deemed to be reef safe.

SESA STICK SUNSCREEN CONCLUSION:

Shin-Etsu Silicones' poster demonstration at The Florida Chapter of the Society of Cosmetics Chemists 2019 Sunscreen Symposium, (**Booth #43**), will further illuminate their ability to offer cosmetics' formulators unique products with distinct characteristics that deliver key stability, functionality, and sensory advantages.

According to SESA's Cosmetics Application Laboratory (CAL: Paramus, NJ) Team Leader Janine Cherette, "We recognize the importance of innovating solutions for cosmetics consumers seeking on-the-go sunscreen options with progressive sensory effects. This event presents an ideal time and platform to showcase these new formulations in a convenient, consumer-friendly format that's about the size of a travel deodorant stick."



SESA's 14,000 sq. ft., state-of-the-art 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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