

FOR IMMEDIATE RELEASE:

MULTI-TASKING SILICONE NOT JUST LIP SERVICE: SHIN-ETSU SILICONES INTRODUCES MULTI-DIMENSIONAL TSPL-30-ID COSMETIC FORMULATION.

Akron, OH– September, 2013

In response to the rapid demand of both mass and prestige consumers in the Personal Care Market for products with more multi-tasking benefits, Shin-Etsu Silicones of America (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan) has recently developed its new, multi-functional TSPL-30-ID siliconized pullulan film former in isododecane.



The patented TSPL-30-ID product offers formulators simultaneous properties engineered to achieve anti-transfer benefits for long wear lip applications, comfort, and a non-tacky feel without compromising the adhesion properties. Siliconization of the pullulan polymer renders the film former highly permeable to moisture and oxygen, believed to enhance skin health and comfort. While uniquely suited for the growing lipstick segment (2013 estimated \$489.6 million), the product's multi-dimensional make-up delivers essential stability, functionality, and sensory benefits across a myriad of personal care applications including:

- Cosmetics: foundations, eye shadows, mascaras, lipsticks, blushers, pencils, etc.
- Skin lotions and creams
- Sun care products: lotions, creams, self-tanners
- Anti-aging products

TSPL-30-ID MATERIAL PROFILE: *Isododecane (and) Trimethylsiloxyethylcarbamoyl Pullulan (TSPL)*

The TSPL-30-ID's silicone modification renders the pullulan polymer with excellent water repellency and oil repellency—which are the key elements for achieving anti-transfer benefits for long wear lip applications. Silicone moiety further modifies the film flexibility for comfort and a non-tacky feel without compromising the adhesion properties. Additionally, the product can form a “gel” structure when combined with ingredients capable of forming H-bonding with TSPL. These ingredients include: silicone/acrylate film formers (such as the KP series offered by Shin-Etsu), amino gums and fluids, emulsifiers, and self-emulsifying elastomers, etc. The gelled systems enhance the stability of pigmented products—without sacrificing the film forming properties.

TSPL-30-ID LIP COLOR FORMULATIONS:

LC-100 – NON-TRANSFER LIP COLOR PROTOTYPE (Issued: 3/4/13)

This high shine, bright lip color glides on smoothly and does not bleed or transfer. The *silicone modified Pullulan TSPL* forms flexible film with high strength and offers outstanding water and oil resistant properties, and contributes to the comfortable Lip color that is transfer-resistant and stays all day long.

FORMULATION LC-100:	wt.%
TSPL-30-ID	90.91
Pigments*	9.09
Total	100.00

LC-101 – NON-TRANSFER LIP COLOR (Issued: 4/22/13 –Revised: 8/14/13)

These creamy, high-coverage lip colors glide on smoothly and do not bleed or transfer. The *silicone modified Pullulan TSPL* forms flexible film with high strength and offers outstanding water and oil resistant property, and contributes to the comfortable Lip color textures that are transfer-resistant and stay all day long. The combination of *TSPL and Silicone Acrylates (KPs)* enhances the water-resistant and non-transfer properties.

FORMULATION LC-101:

		LF1-61	LF1-66	LF1-75
PHASE A	Microcrystalline Wax	3.5	3.9	3.5
	Candelilla wax	6.0	6.7	6.0
	Polyethylene	8.0	8.9	9.0
	KP561P	5.0	0.0	5.0
	KP-562P	0.0	8.9	0.0
Phase B	TSPL-30-ID	25.0	27.8	15.0
	KP-550P			15.0
PHASE C	Isododecane	25.0	27.7	29.0
	Pigments	20.0	10.0	10.0
	Brilliant Gold	7.5		7.5
	Reflects Pinpoints of Pearl		3.3	
	Bright Bronze		2.8	
	Total:	100.0	100.0	100.0

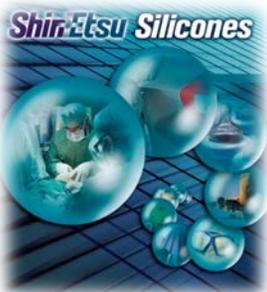
Procedure:

1. Prepare all the phases separately.
2. Heat Phase A at 80°C.
3. Add Phase B to A at 60-70°C with stirring.
4. Add Phase C to 3 with stirring.

Ingredient Information:

- **KP-550:** Isododecane (and) Acrylates/Dimethicone Copolymer
- **TSPL-30-ID:** Isododecane (and) Trimethylsiloxyethylcarbamoyl Pullulan
- **KP-561P:** Acrylates/Stearyl Acrylates/Dimethicone Methacrylate Copolymer
- **KP-562P:** Acrylates/Stearyl Acrylate/Dimethicone Methacrylate Copolymer
- Pigments: Red 7 Grind IN45R7C

For more detailed information contact: cosmetics@shinetsusilicones.com



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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