

FOR IMMEDIATE RELEASE:**SENSORIAL SYNERGIES IN SILICONE: SHIN-ETSU SILICONES INTRODUCES ENHANCED MULTI-FUNCTIONAL COSMETIC FORMULATIONS AT NYSCC SUPPLIERS DAY.**

Akron, OH– June, 2013

The fastest growing segment of today's cosmeceuticals market focuses on beauty products that contain active ingredients that exhibit therapeutic effects on the skin— helping us put our best face forward. In response to the consumer sensorial demand, Shin-Etsu Silicones of America (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan) recently premiered a diverse yet interrelated set of advanced, multi-functional cosmetic silicone system products at the 2013 New York Society of Cosmetic Chemists (NYSCC) Suppliers' Day event (The New Jersey Convention & Exposition Center, Edison, NJ: May 14-15).



A pioneer in the field of silicones for personal care products, SESA's new generation of cosmetic silicone formulations work alone and collectively to deliver synergistic sensory, stability, and functionality benefits based on their application for a wide variety of cosmetic products. Key products in the cosmetic silicone system include:

KSG-016F MATERIAL PROFILE:**KSG-016F:** *Dimethicone (c) Dimethicone/Vinyl Dimethicone Crosspolymer*

Multi-functional and highly engineered, this silicone gel delivers an enhanced smooth and silky feel—broadening formulation capability with a wide variety of sensory feel. Its 3-dimensional cross-linked, spherical structure diffuses light and gives a soft-focus effect, which conceals skin imperfections with a natural look. In combination with active ingredients that work long term, KSG-016F delivers immediate consumer perceivable visual benefits.

KSG-016F FORMULATION / PRODUCT PROFILE:**W/O WRINKLE BLURRING CREAM:** *Formulation DP1-77A*

Ideal for the fastest growing cosmetic growth segment, this light, fresh wrinkle blurring cream glides on smoothly and provides a dewy, moist skin feel. The spherical nature of *KSG-016F* allows easy application and provides a silky and powdery finish. The combination of *KSG-016F* with *KSP-101* enhances the blurring effect, and conceals skin imperfections providing a natural complexion.

O/W HYDRATING CREAM: *Formulation DP1-76A*

Fresh and non-tacky, this hydrating cream provides a moisturizing and luxurious skin feel. *KSG-016F*'s spherical structure delivers a smoothing and soft focus effect. It also imparts a silky and soft finish.

CC CREAM: COLOR CORRECTOR WITH SUNSCREEN: *Formulation LF1-70*

This multi-functional, water-in-silicone cream exhibits good spreading that corrects the skin tone when applied to the skin. Notably, it provides a cushiony texture, superior skin adhesion, and a fresh/smooth after feel. The shade can also be adjusted to correct imperfections—making the skin tone optimal.

KSG-016F's three dimensional cross-linked structure diffuses light and gives a natural and soft focus optical effect. Being spherical in nature, it provides smooth application and ball-bearing effect. Additional treatment actives can be added for long term benefits. The formulation also includes the self-emulsifying elastomer *KSG-360Z* that can stabilize actives due to its compatibility with both silicones and organics.

KSG-360Z MATERIAL PROFILE:**KSG-360Z:** *PEG-15/Lauryl Polydimethylsiloxyethyl Dimethicone Crosspolymer (C₈) Dimethicone*

This multi-functional series is a 3-dimensional emulsifying elastomer gel with silicone and alkyl branching, swollen in silicone and organic emollient agents which delivers an excellent, smooth-skin feel that can be used to produce unique water-in-silicone and water in-oil products.

The products are viscous gels utilizing dimethicone, volatile silicone, or isododecane as the diluent. They function as unique emulsifiers with a broad compatibility to improve the active stability of personal care products such as anti-aging skin creams, sunscreens, foundations, and lipsticks. The 3-dimensional cross-linked fine particles used for *KSG-360Z* contain 2 types of branches— silicone chains and alkyl chains—that are not involved in cross-linking. The resulting gels exhibit good compatibility in both silicone fluids and organic oils— expanding the emulsification capability for both organic oils and silicone oils and mixtures of the two.

As the *KSG-360Z* series contains all liquid ingredients and efficiently emulsifies with low energy, processing benefits are also achieved; no high-energy equipment or heating is necessary.

KSG-360Z FORMULATION / PRODUCT PROFILE:**BEAUTÉ BENEFIT (BB) CRÈME WITH SUNSCREEN:** *Formulation DP1-79B*

Light and silky, this BB crème hydrates and evens out skin tone— helping conceal blemishes, fine lines, and wrinkles. The addition of OMC provides protection against UV rays. The *KSG-360Z* base formulation stabilizes both organics and silicones due its unique 3-dimensional structure. It also has the capability of generating textures from light-to-rich, and fresh-to-nourishing.

The *KSG-360Z*'s unique properties (based on structure) also deliver vital active stabilization to antioxidant additives like Vitamin C—allowing it to combine with UV filters to boost the effectiveness of SPF (Sun Protection Factor). This allows formulators to easily incorporate and stabilize Vitamin C antioxidants—essentially providing an all-in-one stabilization sunscreen solution.

While the *KSG360Z* is new, the BB crème was introduced with great success in Korea over 10 years ago and the western world has been increasingly embracing its use in recent years. *KSG-360Z* is the key emulsifier technology with its' broad spectrum emulsification capability (for silicones, organic emollients and UV filters).

KSP MATERIAL PROFILE:

KSP-411: *Polysilicone-1 Crosspolymer* **KSP-441:** *Polysilicone-22*

Excellent absorption capability of oils have been added to the *KSP* series' hybrid silicone powders that combine the soft feeling of silicone rubber core, and the smooth feeling of silicone resin shell. This unique hybrid combination achieves a superior 'soft-focus' effect.

Whereas the collective products in the system work well together— each powder is designed to absorb specific oil types: the *KSP-411* (INCI: Polysilicone-1 Crosspolymer) for silicone oils and some light esters, and the *KSP-441* (INCI: Polysilicone-22) for organic oils and sebum absorption that provides anti-shine benefits.

Notably, *KSP-441* helps with the stability of cosmetic products while enhancing the sensory benefits of the finished products including: a matte appearance, silky skin feel, and a soft-focus effect that helps realize natural and beautiful skin for an extended time. The average particle diameter is 12µm and the particles serve as microscopic sponges that absorb sebum from skin; thus providing anti-shine benefits. They also maximize off-specular reflectance; giving a matte look and masking fine lines. The *KSP-441* powders are also highly transparent; giving a natural look.

Processing benefits of the series are also achieved as they offer excellent swelling capability, are free-flowing, and easy to incorporate. They are also effective as an oil phase thickener that improve stability and don't agglomerate. Based on these superior characteristics, it is being used in various cosmetic products for the purpose of both improving skin feel and adding functionality in applications such as; anti-aging products, skin lotions and cream, anhydrous skin treatment serums, powder foundations and blushes, liquid foundations and creams, hot pour, and mascaras.

According to SESA's North America Marketing Manager Eric Bishop, "The *KSP* series delivers a unique combination of the softness of rubber with the smoothness and spreadability of resin to maximize both transmittance and haze for the best look. Combining the right formulation of these multifunctional ingredients delivers additional benefits such as thickening, formulation stabilization, sebum control, actives delivery, etc."

SESA's Cosmetics Marketing Manager An-Li Kuo also noted that, "The end result is a range of pleasant skin feels such as light, fresh, smooth, silky, etc. Most importantly, for today's Personal Care Market it provides every age group with options in formulation to achieve a soft focus, natural look that blurs skin defects such as wrinkles, fine lines, and blemishes."

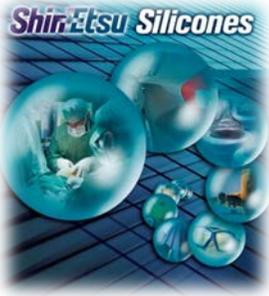
KSP FORMULATION / PRODUCT PROFILE:

ANHYDROUS WRINKLE CONCEALER: *Formulation LF1-58*

This anhydrous wrinkle concealer combines *KSP powders and KSG/ USG gels* to hide fine lines, wrinkles, and skin imperfections. The *KSP* powders swell and provide a smooth, silky skin feel and matte finish. Each of the three powders has different swelling properties that allow various textures. The spherical nature of *KSG-016F* diffuses light and gives a natural and soft focus effect. The combination of *KSP* powders and *KSG/USG* gels provides a flawless complexion.



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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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