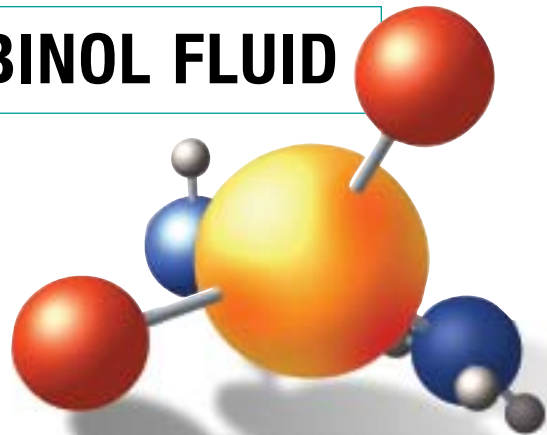


Fulfilling unmet needs across the personal care industry

DOW CORNING® 5562 CARBINOL FLUID

Now there is a solution for aesthetics, active suspension, and compatibility limitations associated with organic and silicone oils!



Dow Corning is a recognized leader in solving formulating challenges with a variety of innovative solutions. Our newest solution is in the form of a hydroxyfunctional silicone—Dow Corning® 5562 Carbinol Fluid. It's versatile, multifunctional and can be used in a range of personal care applications for color cosmetics, underarm, face and body, sun care and hair care.

Formulate More Freely, Formulate More Easily

Dow Corning® 5562 Carbinol Fluid is a clear and colorless, low viscosity, hydrolytically stable silicone fluid. In addition to being patent-protected—giving you the freedom to practice—this new material provides broader ingredient compatibility. Learn what our new Carbinol Fluid can do for you for your personal care applications:

Skin Care and Color Cosmetics

- Requires significantly less power to suspend pigments than castor oil (see figure a)
- Suspends and disperses pigments and other active ingredients while easily wetting and spreading on the skin (see figure b)
- Binds pigments easily without the addition of other ingredients

Sun Care

- Significantly boosts SPF in sunscreen-containing formulations

Antiperspirants and Deodorants

- Provides a stable formulation with acidic actives because of its acid and base stability
- Provides an even suspension of salt that forms a smooth film upon application
- Reduces tackiness and white residue on the skin

Hair Care

- Fills in and smoothes the hair cuticle more with a thinner, lighter coating than other additives
- Adheres to hair cuticle, providing improved gloss in leave-on hair care applications

Benefits Consumers Can Appreciate

Consumers are demanding when it comes to their personal care products. When you formulate with Dow Corning® 5562 Carbinol Fluid, you can create a range of products that meet a variety of needs:

- Enhanced fragrance delivery (see figure c)
- Moisturizing with oil free claims (see figure d)
- Unique feel with less skin irritation
- Improved condition of hair cuticle
- Enhanced SPF
- Low formulated odor

Want to learn more?

Dow Corning can provide you with formulations, experimental samples and technical datasheets by calling your local sales representative or visiting us on the Web at www.dowcorning.com/personalcare.

Figure A

Dow Corning® 5562 Carbinol Fluid Requires Less Equipment Power than Castor Oil to Suspend Pigments

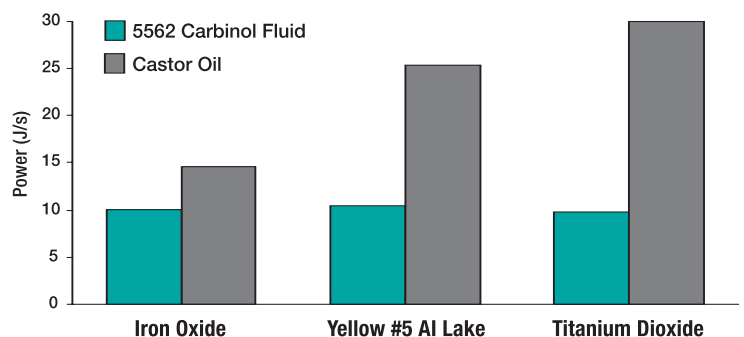


Figure B

Surface Tension (mJ/m²)

5562	Castor Oil	Capryl Caprylic Triglyceride	Skin	Red Iron Oxide	Water
24	36	30	27	28	73

In order for an ingredient to wet, its surface tension must be lower than the substrate.

Fragrance Delivery: 50 cSt (T=16h)

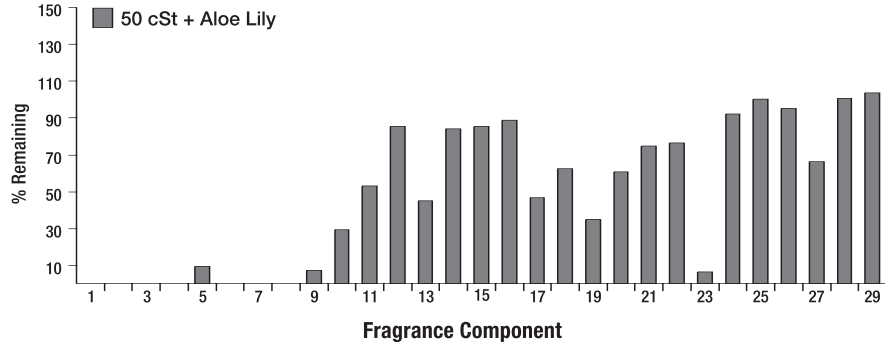


Figure C

Fragrance Delivery: Dow Corning® 5562 Carbinol Fluid (T=16h)

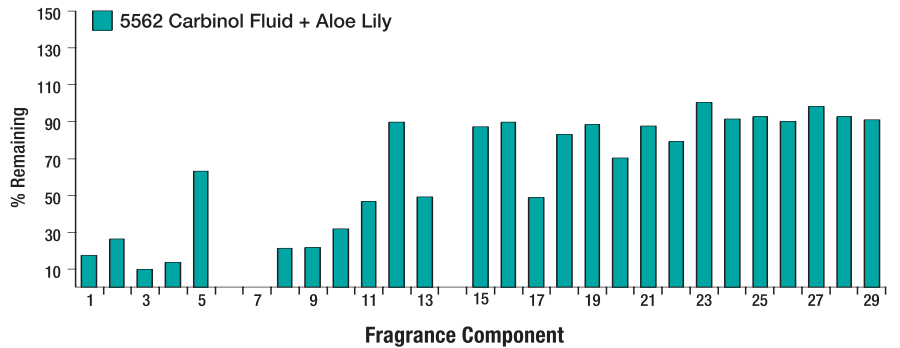
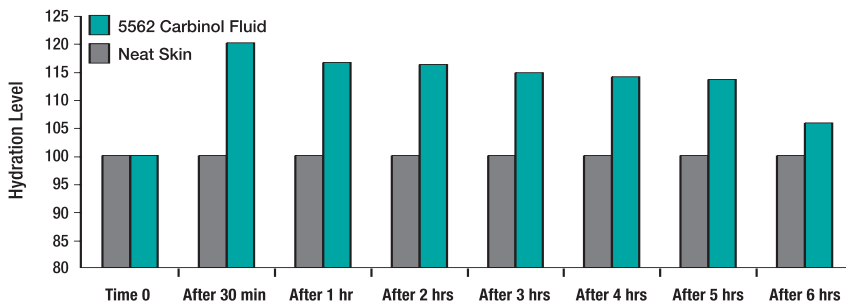


Figure D

Skin Moisturization



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