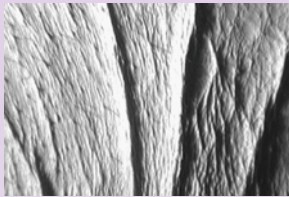
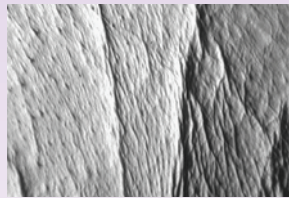


Dow Corning® 9701 Cosmetic Powder

FIGURE 1
Wrinkle Masking Effect (Crow's Foot)



Before treatment (neat skin)

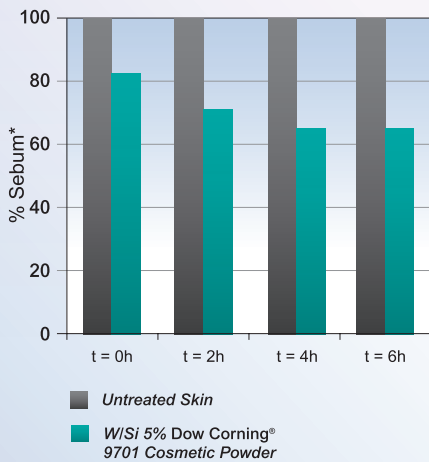


One hour after treatment

Treatment = W/Si skin cream with 10%
Dow Corning® 9701 Cosmetic Powder
applied on crow's foot wrinkles

FIGURE 2
5% Dow Corning® 9701 Cosmetic
Powder in Water-in-Silicone
Cream vs. Neat Skin

(Results significant at 99% confidence level)



Differentiate your skin care and color cosmetic applications with multi-functional properties

A silicone elastomer powder that delivers benefits consumers demand and formulation ease you can appreciate.

Dow Corning® brand 9701 Cosmetic Powder is part of Dow Corning's broad portfolio of unique silicone elastomer powders. As a **silicone elastomer powder with silica-treated coating**, it is ideal for formulating a wide range of color cosmetic, skin care and sun care products.

Multiple Benefits, One Ingredient

Dow Corning knows the personal care market – demand is high for innovative products with multi-functional benefits. With Dow Corning® 9701 Cosmetic Powder, you can easily develop unique applications that **mask wrinkles up to 84%** (see Figure 1), **absorb sebum** (see Figure 2) and **give skin that smooth, silky, powdery feeling** so popular with consumers.

Use it in your **color cosmetic products** such as:

- ▶ Pressed and loose powder, foundation powder, and compact powder
- ▶ Eye shadow
- ▶ Pressed make-up
- ▶ Blush
- ▶ Liquid foundation
- ▶ Lipstick
- ▶ Bronzers

Dow Corning® 9701 Cosmetic Powder is ideal for **skin care as well**. With it, you can formulate many types of face and body products, with or without tint:

- ▶ Creams
- ▶ Lotions
- ▶ Gels
- ▶ Hydrogels
- ▶ Products with sun care benefits
- ▶ Products with anti-aging benefits
- ▶ Products that exfoliate
- ▶ Face masks

Solving Formulating Challenges

At Dow Corning, we know that formulating with cosmetic powders can be challenging. That's why we developed *Dow Corning*® 9701 Cosmetic Powder with the formulator in mind. The unique composition **absorbs fluid** (see Figure 3) and enables the powder to **flow freely** without agglomeration, providing **superior handling** and processing ease. **Easy dispersion** in different media – even in the presence of pigments – makes it possible to introduce the product into a wide variety of formulations without using sophisticated processes or equipment.

Wrinkle Masking Water-in-Silicone Cream | Formulation 00653

Ingredient	Wt.%	Trade Name/Supplier
PHASE A		
1. Dimethicone/Vinyl Dimethicone Crosspolymer (and) Silica	4.0	Dow Corning® 9701 Cosmetic Powder
2. Cyclopentasiloxane (and) PEG/PPG-18/18 Dimethicone	10.0	<i>Dow Corning</i> ® 5225C Formulation Aid
3. Cyclopentasiloxane	16.0	XIAMETER® PMX-0245 Cyclopentasiloxane
4. PPG-3 Myristyl Ether	0.5	Promyristyl PM-3/ Croda, Inc.
PHASE B		
5. Distilled Water	to 100.0	
6. Glycerin	5.0	
7. Sodium Chloride	2.0	
8. Proylene Glycol (and) Diazolidinyl Urea (and) Methylparaben (and) Propylparaben	0.4	Germaben II/ISP

Procedure

1. Mix Phase A ingredients together.
2. Mix Phase B ingredients together.
3. Add slowly Phase B to Phase A under strong mixing.
4. Homogenize using a high-shear mixer (Ultraturrax or Silverson type).

Attributes

Smooth Feel
Wrinkle Masking

FIGURE 3

Absorption Capacity

Ingredients	<i>Dow Corning</i> ® 9701 Cosmetic Powder
Water	1.18
Ethanol	1.08
XIAMETER® PMX-1184 Silicone Fluid	3.54
XIAMETER® PMX-0245 Cyclopentasiloxane	4.10
XIAMETER® PMX-0246 Cyclohexasiloxane	3.92
XIAMETER® PMX-200 Silicone Fluid (5 cSt)	2.98
Isododecane	3.12
Mineral oil	1.48

Values of fluid in grams, for 1g of powder

How can we help you today?

Whether you need industry-leading innovation or greater cost efficiency, Dow Corning can help. *Dow Corning*® brand solutions are dedicated to meeting your needs for specialty materials, collaborative problem solving and innovation support. Learn how we can help you **GO BEYOND** at dowcorning.com/personalcare.

If you simply need to buy standard silicone materials at market-driven prices, we can help you achieve that through our XIAMETER® brand product line. Learn more at xiameter.com.

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