

Dow Corning® CE 0101 Wipes Lotion

FIGURE 1A –
Sensory Comparison of Prototype Wipes
Loaded with Dow Corning® CE 0101 Versus
Commercial Benchmark A

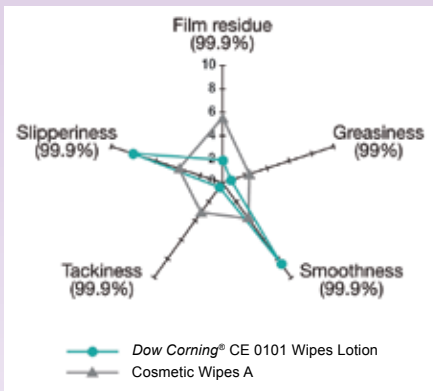
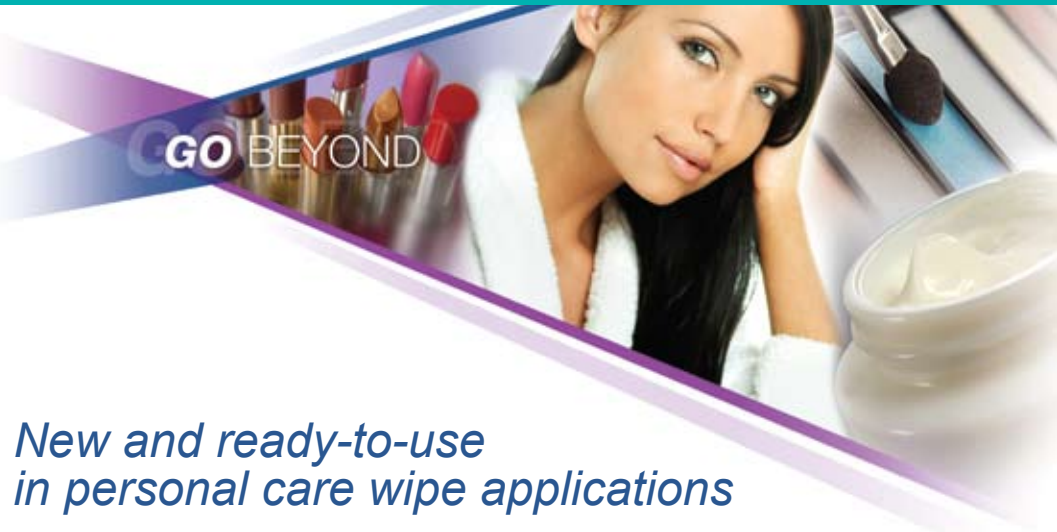
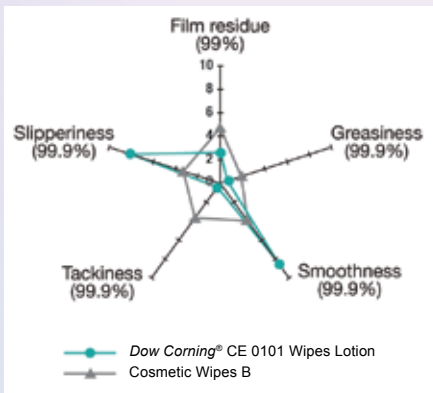


FIGURE 1B –
Sensory Comparison of Prototype Wipes
Loaded with Dow Corning® CE 0101 Versus
Commercial Benchmark B



*New and ready-to-use
in personal care wipe applications*

A combination of the performance-enhancing properties of silicone and a naturally derived stabilizer system offers multifunctional options to wipe formulators.

The use of wet wipes in personal care applications continues to increase, and consumers are looking for products with cleansing properties that are mild and have a pleasant feel on the skin. With Dow Corning® CE 0101 Wipes Lotion, you have multiple options to develop a distinctive formula that stands out on the shelf.

Distinctive Sensory Benefits

Dow Corning® CE 0101 Wipes Lotion is a low-viscosity lotion based on Dow Corning's high internal phase technology and a naturally derived stabilizer system. This fully formulated lotion offers **enhanced sensory attributes** (see figures 1A and 1B) when compared to commercial wet wipes, including:

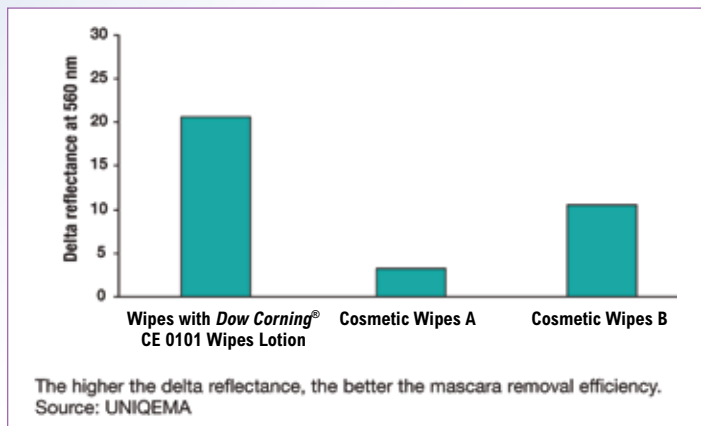
- ▶ Improved smoothness
- ▶ Decreased greasiness
- ▶ Decreased tackiness



Enhanced Wipe Properties

Dow Corning[®] CE 0101 Wipes Lotion also provides improved **cleansing properties** over commercial personal care wipes (see figure 2), allows for uniform loading of the wipes and **does not leave sedimentation** in the wipes packaging.

FIGURE 2 – In-Vitro Mascara Cleansing Comparison



More Options, More Convenience, More Products

At *Dow Corning*, we know each customer has unique needs, and that's why we developed a lotion that can be incorporated in a variety of wet wipe applications:

- ▶ Facial and body care
- ▶ Make-up removal
- ▶ Baby and child care
- ▶ Hand sanitizing
- ▶ Sun care

Dow Corning[®] CE 0101 Wipes Lotion can be used as is or diluted easily with water to fit cost-in-use constraints. Additional ingredients can also be added via cold processing to personalize your formulations – and *Dow Corning*[®] CE 0101 Wipes Lotion is compatible with a number of typical ingredients (see figure 3).

How can we help you today?

When you need innovation, *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.

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Americas +1 989 496 6000
Europe +49 0611 237 778
Asia +86 21 3774 7110

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FIGURE 3 – Ingredients Compatible With *Dow Corning*[®] CE 0101 Wipes Lotion

Skin and Hand Care:

- ▶ Calendula oil
- ▶ Vegetable oil
- ▶ Tocopheryl Acetate
- ▶ Glycerin
- ▶ Perfumes
- ▶ Petrolatum and ceteth-10 and steareth-21 and poloxamer 335 (*Dow Corning*[®] 7-3105 Petrolatum HIP Emulsion)

Sun Care:

- ▶ Benzophenone-3
- ▶ Ethylhexyl methoxycinnamate

Baby Care:

- ▶ Glycerin
- ▶ Calendula oil
- ▶ Vegetable oil
- ▶ Petrolatum and ceteth-10 and steareth-21 and poloxamer 335 (*Dow Corning*[®] 7-3105 Petrolatum HIP Emulsion)

Facial and Hand Cleanser/Refresher or Energizer:

- ▶ Ethanol
- ▶ Menthol
- ▶ Perfumes

Hair Care:

- ▶ D-panthenol

Men's Grooming:

- ▶ Glycerin
- ▶ Ethanol
- ▶ Menthol
- ▶ Tocopheryl acetate
- ▶ Petrolatum and ceteth-10 and steareth-21 and poloxamer 335 (*Dow Corning*[®] 7-3105 Petrolatum HIP Emulsion)

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