

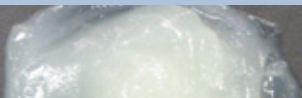


### Dow Corning® HY-3050 Soy Wax



- A naturally derived wax structurant that adds structure and stiffness to sticks, pomades and creams, and allows formulators to make sticks softer and pliable
- Based on patented metathesis technology, *Dow Corning*® HY-3050 Soy Wax avoids the hardness, brittleness and crystallization associated with many other natural waxes
- This unique structure, which is compatible with a wide range of personal care and natural ingredients, also aids in reduced crystallization in formulation
- Semi-occlusive on the skin; can act as a conditioning agent for moisturization and emolliency
- Acts as an excellent viscosity builder for water-in-oil formulations

### Dow Corning® HY-3051 Soy Wax Blend



- A blend of *Dow Corning*® HY-3050 Soy Wax and hydrogenated soybean oil
- A naturally derived semi-occlusive emollient that can be used as an alternative for petrolatum
- As a hair conditioning agent, can be used to add shine and control frizz
- Compatible with a wide range of personal care and natural ingredients

## Dow Corning® HY-3050 Soy Wax Dow Corning® HY-3051 Soy Wax Blend



beauty  
WITH IMPACT

Naturally derived formulating options for skin care, color cosmetics and hair care

**Two unique products: An innovative option for structure, viscosity building and emolliency. And a naturally derived alternative for petrolatum.**

The market is experiencing an increased number of products positioned as “natural.” However, natural ingredients can present some challenges to formulators in terms of stability, consistency and ease of use. Consumers desire naturally based products that also deliver the latest benefits in performance and aesthetics.

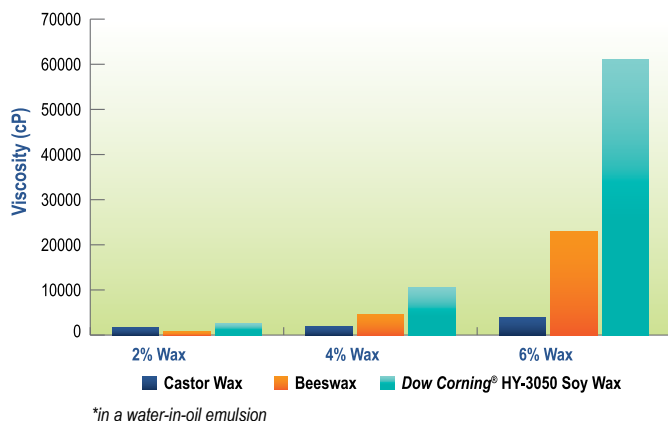
With *Dow Corning*® HY-3050 Soy Wax and *Dow Corning*® HY-3051 Soy Wax Blend, Dow Corning has combined natural ingredients with scientific know-how to create naturally derived solutions with enhanced performance.



## The Performance and Flexibility You Need

- *Dow Corning*<sup>®</sup> HY-3050 Soy Wax can form a more pliable stick or soft solid compared to other waxes.
- *Dow Corning*<sup>®</sup> HY-3050 Soy Wax acts as an excellent viscosity builder in water-in-oil emulsions (Figure 1). This allows formulators to reduce the amount of thickening agents used and lower their formulation cost.

Figure 1: Viscosity-building benefits of *Dow Corning*<sup>®</sup> HY-3050 Soy Wax\*



There's more: *Dow Corning*'s soy-based materials are developed using patented technology – a significant advantage for designing innovative natural products and novel product forms for today's global marketplace.

With *Dow Corning*<sup>®</sup> HY-3050 Soy Wax and *Dow Corning*<sup>®</sup> HY-3051 Soy Wax Blend, you can develop naturally based formulations that still offer the latest in technology and performance.

## How can we help you today?

When you need innovation, *Dow Corning* can help. *Dow Corning*<sup>®</sup> brand solutions are dedicated to meeting your needs for specialty materials, collaborative problem solving and innovation support. Learn how we can help you bring **BEAUTY WITH IMPACT** to your products, at [dowcorning.com/personalcare](http://dowcorning.com/personalcare).

## Your Global Connection

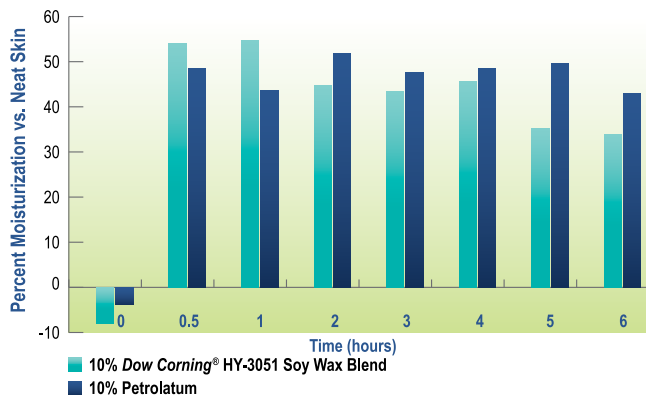
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Europe +49 0611 237 778

Asia +86 21 3774 7110

[dowcorning.com/ContactUs](http://dowcorning.com/ContactUs)

Figure 2: *Dow Corning*<sup>®</sup> HY-3051 Soy Wax Blend – Comparable moisturization to petrolatum in a prototype formulation (at 10% in oil-in-water formulation, CPF 1093)



- For even greater flexibility and synergy, add *Dow Corning*<sup>®</sup> brand silicones for improved benefits and the distinctive silicone feel.

Images: Page 1: AV14408, AV14825, AV13395, AV13396, AV14685

### LIMITED WARRANTY INFORMATION – PLEASE READ CAREFULLY

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Your exclusive remedy for breach of such warranty is limited to refund of purchase price or replacement of any product shown to be other than as warranted.

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**DOW CORNING DISCLAIMS LIABILITY FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES.**

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