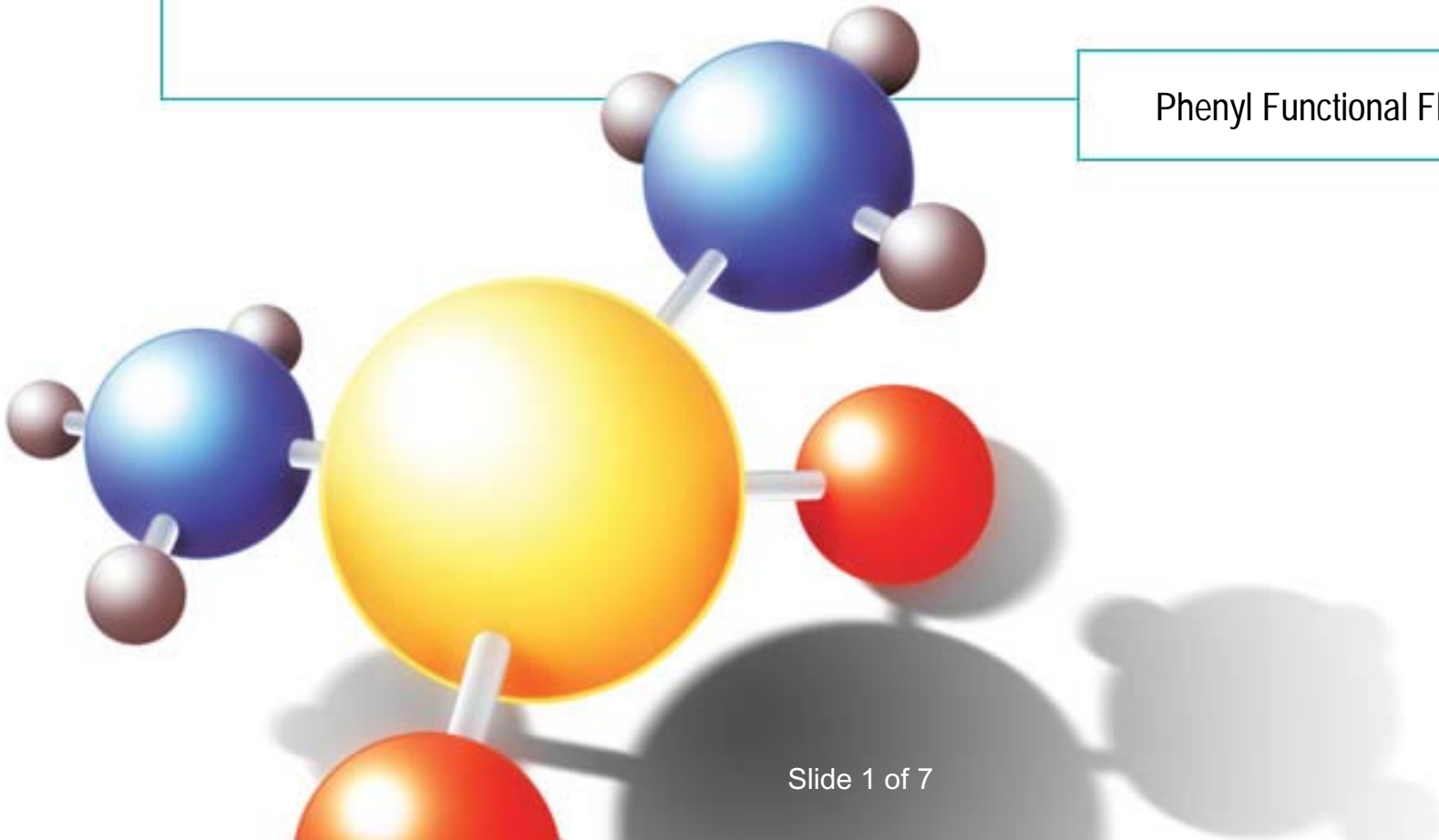


Antiperspirant Efficacy of Dow Corning® 556 Cosmetic Grade Fluid

Phenyl Functional Fluid

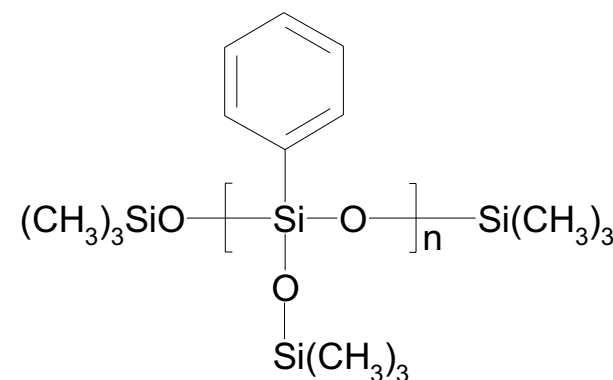


Dow Corning® 556 Cosmetic Grade Fluid

INCI Name: Phenyltrimethicone

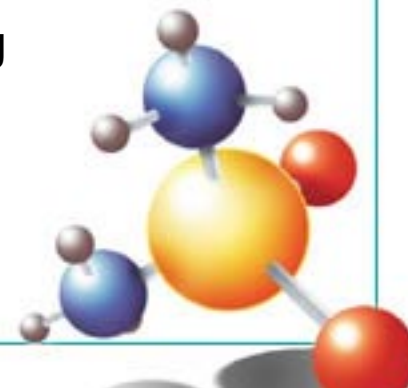
General Information:

- * High Refractive Index (~1.46)
- * Emollient, Non-Occlusive
- * Adds Lubrication to Organic Ingredients
- * Compatible with Many Organic Ingredients (Mineral Oil, Ethanol, IPM)



Benefits in AP-Deo Applications:

- * Improved AP Salt Delivery: Increased Substantivity / Payout
- * Increased Valve Lubrication (roll-on, aerosol) and Glide
- * Anti-Whitening (RI matching of AP salt) / Anti-Staining
- * Superior Aesthetics (skin feel, clarity)
- * Ease-of-use in Formulations



Dow Corning[®] 556 Cosmetic Grade Fluid

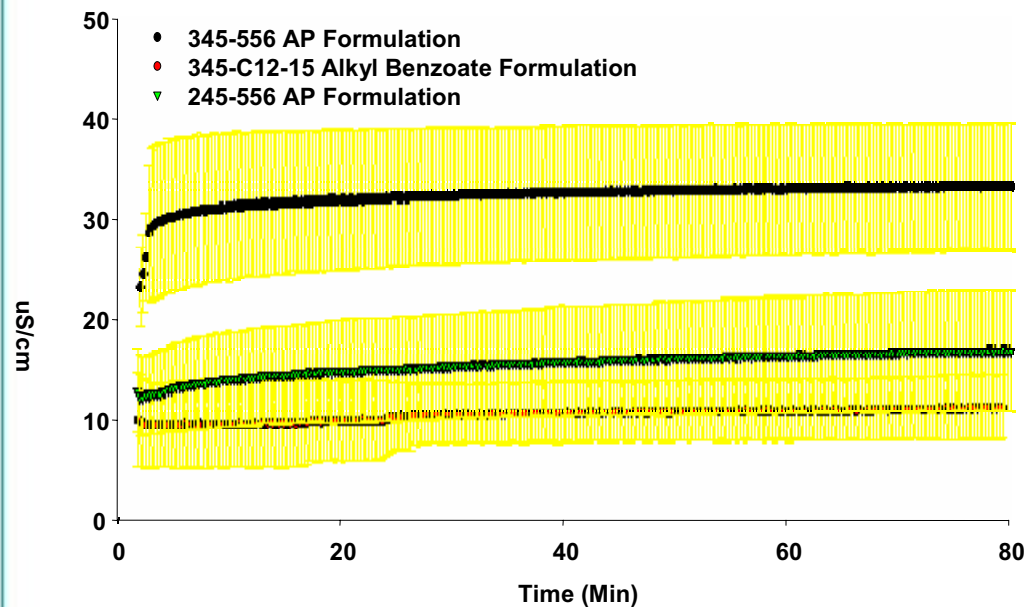
Improved Antiperspirant Efficacy

Create High Efficacy Formulations with DC 556

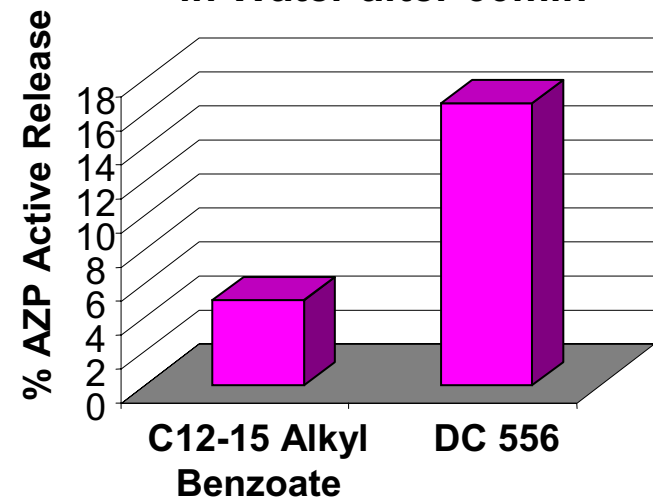
Better actives release into water

Improved AP salt release (AZP) from sticks

AP Active Release from Stick Over Time



AP Active Release in Water after 60min

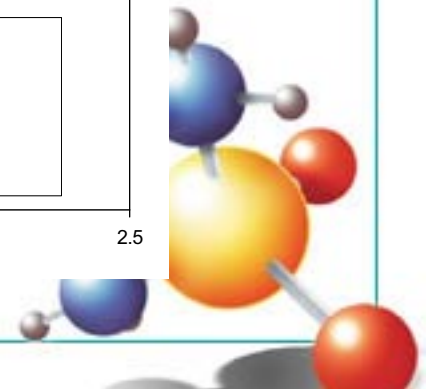
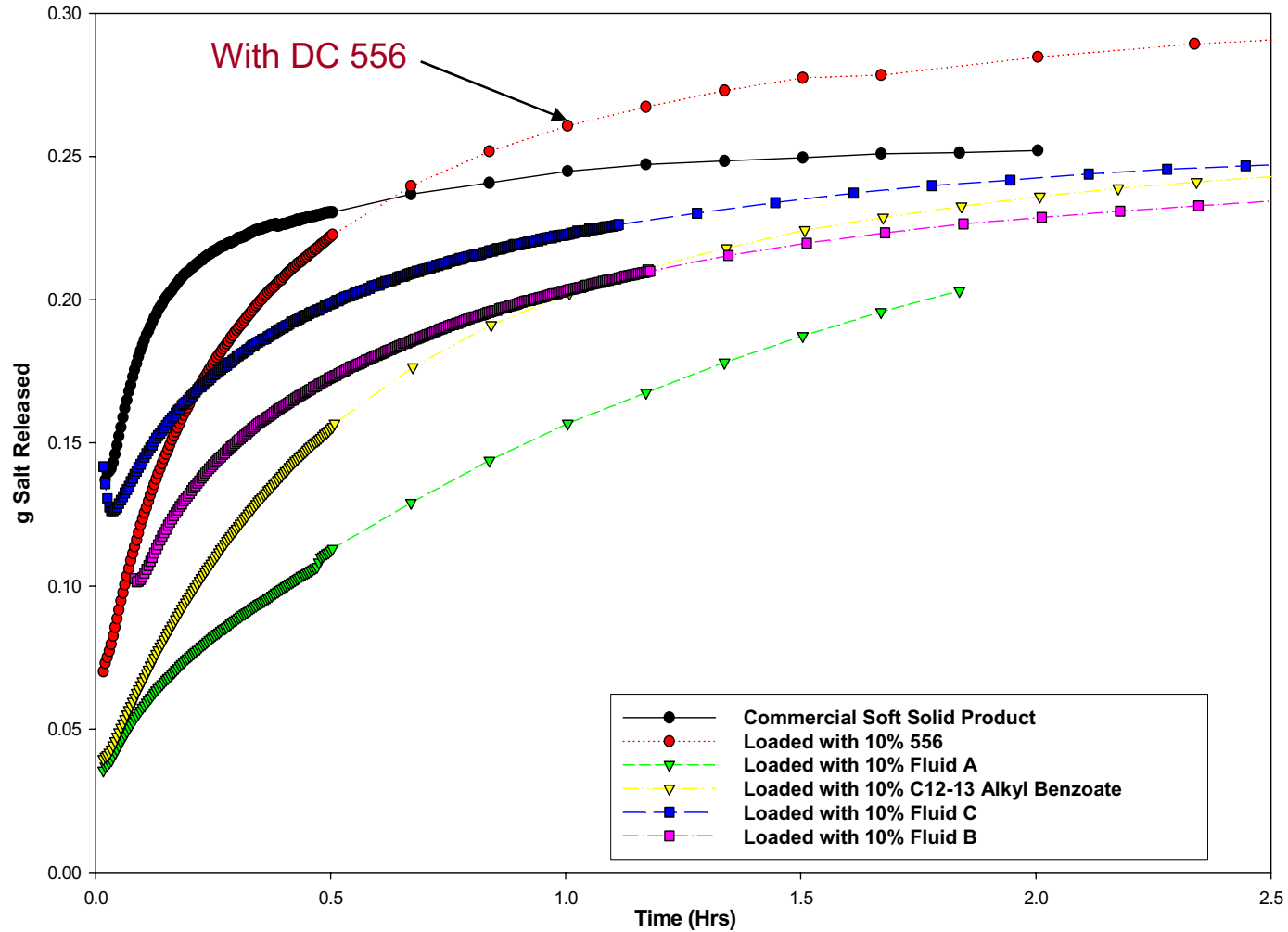


Dow Corning[®] 556 Cosmetic Grade Fluid

AP Salt Release Comparison



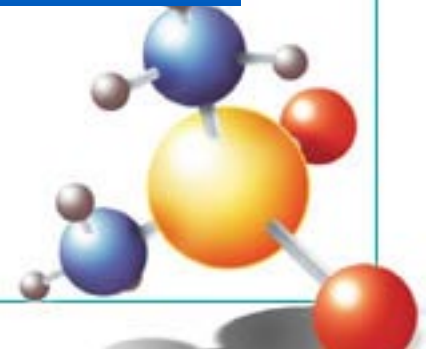
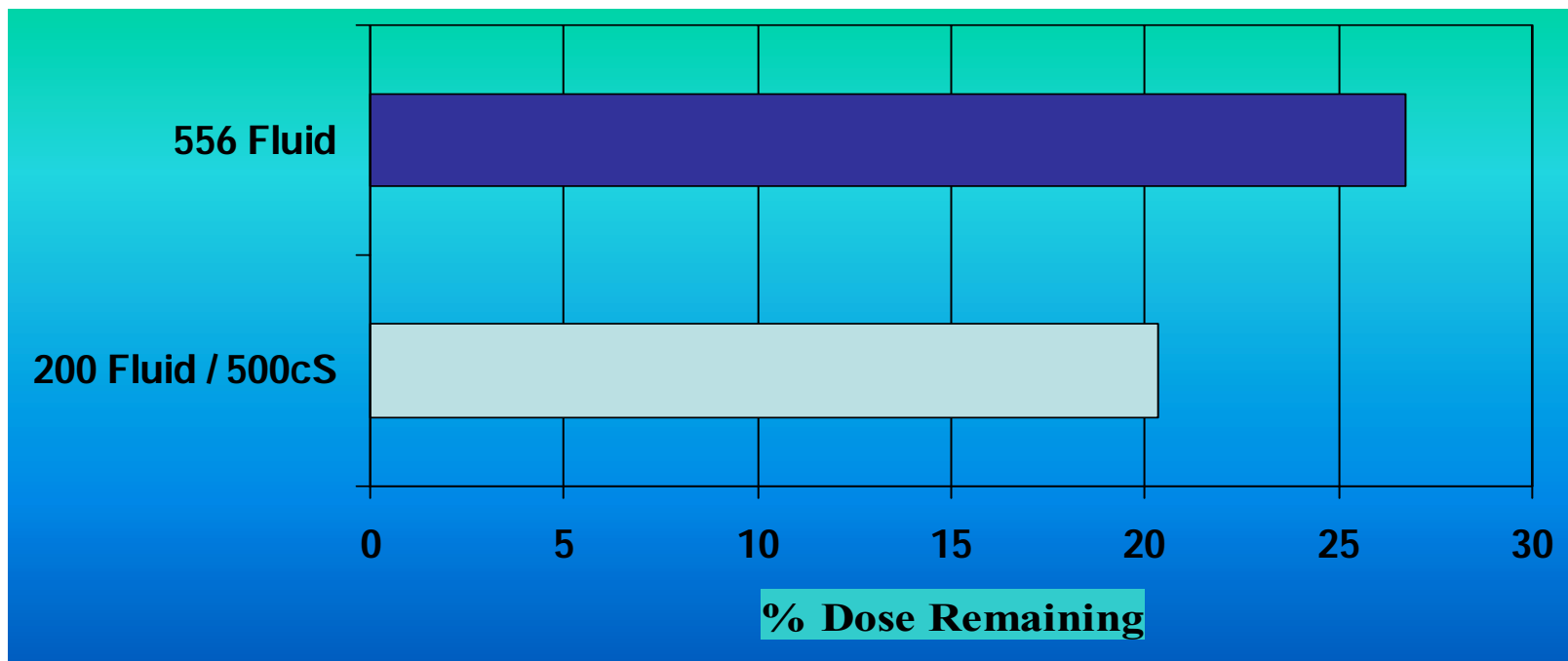
AP Salt Released from Various Formulations



Dow Corning[®] 556 Cosmetic Grade Fluid

Substantivity vs. Dimethicone

After 3rd Insult of Soap and Water

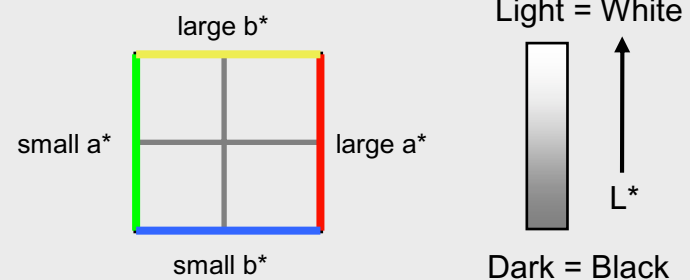


Dow Corning® 556 Cosmetic Grade Fluid

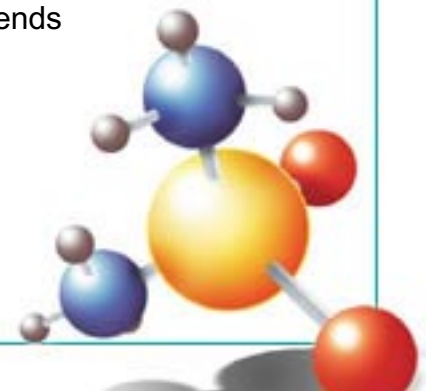
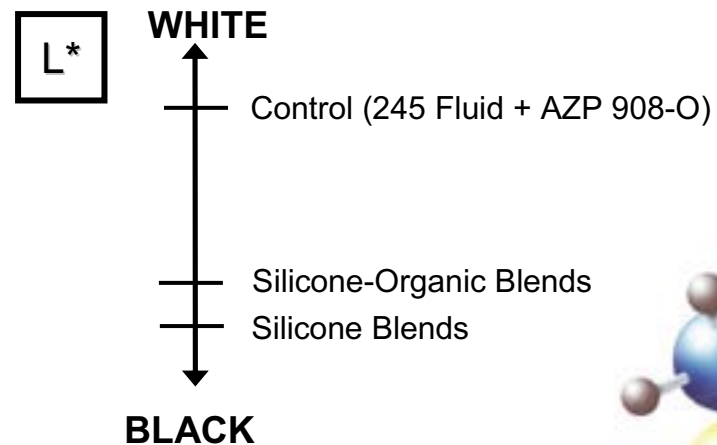
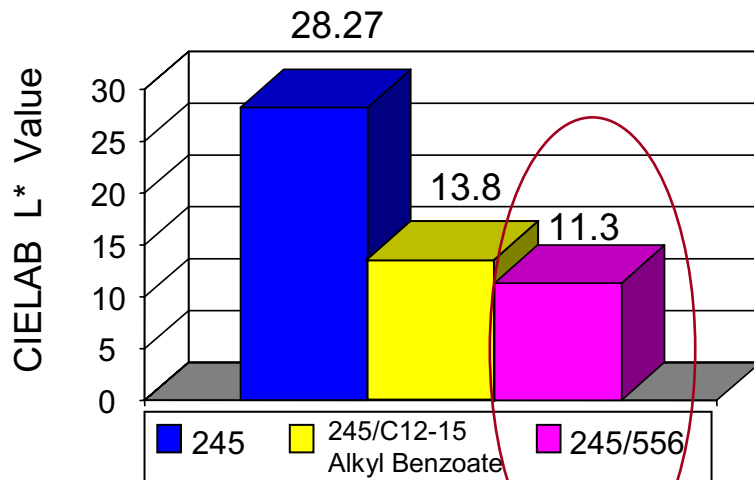
Anti-Whitening Benefits

- Reduction of Whitening in an Anhydrous Roll-on Formulation made with various Silicones (measured with a spectrophotometer)

Colorimetric theory = decomposition of the color
 CIELAB scale:
 L* (lightness to darkness)
 a* (green to red)
 b* (blue to yellow)



20% AZP 908-O + 80% Fluid Blend

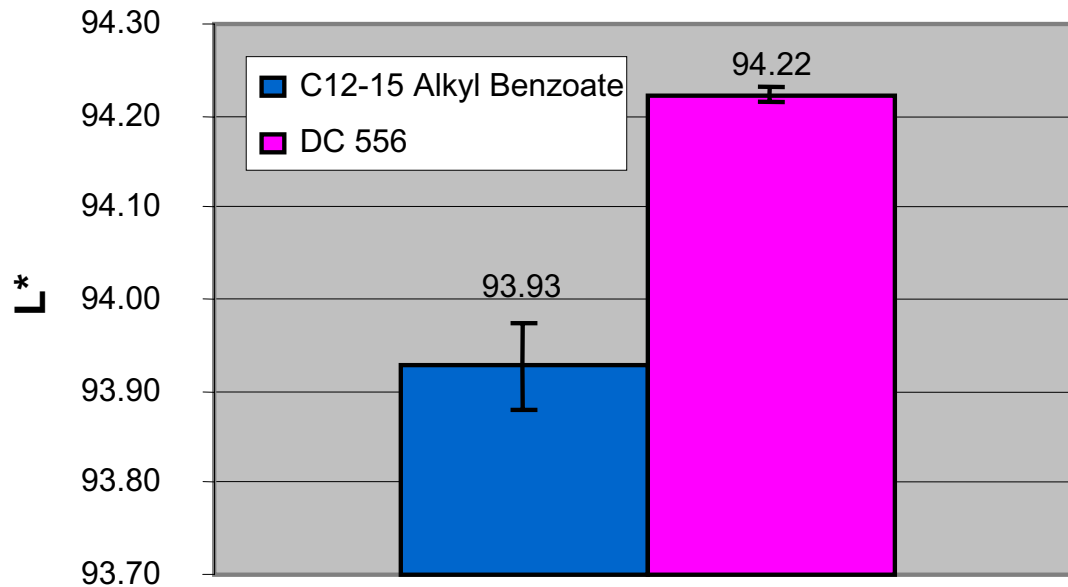


Dow Corning[®] 556 Cosmetic Grade Fluid

Anti-Staining Benefits



Cotton Tee Shirt White Value (*L)



Materials that help with stain reduction:

Silicone fluids instead of organic alternatives

Silicone emulsifiers

Use of Al salts alone for deodorancy

