



Dow Corning Men's Grooming Formulations

The Growth of Male Personal Care

Men have become more aware of their appearance and the need for personal grooming than ever before. An increasing number of men are looking for ways to improve their looks while taking better care of themselves. They realize that looking good can give them a significant advantage, both in their professional and personal arenas. That's why men are demanding products that are specially designed to meet their unique needs - products that are multi-functional, effective and easy-to-use.

Silicone and Men's Products

Why should you use Dow Corning silicones to develop male grooming products? Because we can help you create products that are:

- Clear with a natural, healthy look
- Refreshing, light, non-greasy and non-irritating
- Convenient and easy to use
- Multi-functional, delivering practical benefits that work

While providing you with:

- Formulation flexibility
- Ease of use

Dow Corning Solutions

Dow Corning has developed a set of new products that meet the specific needs of men today. The concept formulations included in this booklet will provide you with a collection of the essential products that every man needs to look their best all day long. Each formulation contains all of the information you need to make these novel products.



Total Body Wash

Shower Gel: Conditioning, Non-Irritating

Formulation 00459

ATTRIBUTES

- Conditioning
- Non-Irritating

DOW CORNING® PRODUCTS

- Dow Corning® 8500 CONDITIONING AGENT

Ingredient	Wt. %	Trade Name/Supplier
Phase A		
1. Polyquaternium-10	0.1	Ucare Polymer JR 400 / Amerchol Corporation
2. Water	12.5	
Phase B		
3. Sodium Laureth Sulfate	30	Empicol ESB-3 / Albright & Wilson
4. Cocamidopropyl Betaine	7	AmonyI 380BA / Seppic S.A.
5. DMDM Hydantoin	0.2	Nipaguard DMDMH / Nipa
6. Water	28.3	
Phase C		
7. Panthenol	1	D-Panthenol USP / BASF
8. Glycerin	2	No Tradename Specified / No Supplier Specified
9. Laureth-4	2.5	Brij 30 / Uniqema
10. Water	8	
11. Water (and) Propylene Glycol (and) Citrus Grandis Fruit Extract	1	Phytoliquid Grapefruit / Crodarom
Phase D		
12. Bis (C13-15 Alkoxy) PG Amodimethicone	2	Dow Corning® 8500 CONDITIONING AGENT
Phase E		
13. Perfume (choice)	1	
14. Solubilizer (choice)	q.s.	
Phase F		
15. PEG-7 Glyceryl Cocoate, PEG-150 Pentaerythrityl Tetrastearate	3.9	Crothix 2602 / Croda, Inc.

Procedure

1. Disperse ingredient 1 in 2 with moderate heating and agitation
2. Mix phase B ingredients together.
3. Add phase B to phase A with gentle mixing.
4. Mix Phase C together and add to Phase B with mixing.
5. Add with mixing Phase D to the blend ABC.

6. Pre-mix perfume and solubilizer and add to the formula
7. When homogeneous and clear, add ingredient 15
8. Continue mixing for a maximum of 30 minutes.

Variations

Alternative Dow Corning® Products have not been tested as of this printing.

Stability

Stable for at least 1 month at room temperature. Stable for at least 1 month at 40°C. Freeze/Thaw (-10°C/RT): 7 cycles. Freeze/Thaw (-10°C/40°C): 7 cycles.

External Reference Material

No external references identified as of this printing.

Dow Corning® Application Patents

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SAFE HANDLING INFORMATION

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Shaving Jelly

Clear Gel: Anti-ageing, Clear, Moisturization

Formulation 00458

ATTRIBUTES

- Reduced Greasiness
- Smooth after feel
- Anti-ageing
- Clear
- Moisturization

DOW CORNING® PRODUCTS

- Dow Corning® 193 FLUID
- Dow Corning® 9509 SILICONE ELASTOMER SUSPENSION

Ingredient	Wt. %	Trade Name/Supplier
Phase A		
1. Carbomer	1	Carbopol® ETD 2020 / NOVEON Inc.
2. Water	30	
Phase B		
3. Triethanolamine	1.5	Triethanolamine / Lambert Rivi
4. Water	10.5	
Phase C		
5. Cocamidopropyl Betaine	8	Amonyl 380BA / Seppic S.A.
6. Polysorbate 20	1	Tween 20 / Uniqema
7. DMDM Hydantoin	0.2	Nipaguard DMDMH / Nipa
8. PEG-12 Dimethicone	0.5	Dow Corning® 193 FLUID
Phase D		
9. Glycerin	43	No Tradename Specified / No Supplier Specified
10. Hamamelis Virginiana (Witch Hazel) Extract	0.3	Hamamelis Extract H.G. / S. Black
11. Panthenol	0.5	D-Panthenol USP / BASF
Phase E		
12. Dimethicone / Vinyl Dimethicone Crosspolymer (and) C12-14 Pareth-12	2	Dow Corning® 9509 SILICONE ELASTOMER SUSPENSION
Phase F		
13. Perfume (choice)	q.s.	
14. Solubilizer (choice)	q.s.	

Procedure

1. Disperse ingredient 1 into ingredient 2 with strong agitation and moderate heating
2. Neutralize with TEA
3. Add ingredients of phase C one by one, especially ingredient 5 which should be added little by little. Mix after the addition of each ingredient.
4. Add phase D and mix.
5. Measure refraction index and adjust to 1.4039 with water/glycerine
6. Add Phase E with mixing.

7. Check Clarity
8. Pre-mix perfume and solubilizer and add to the formula
9. Centrifugate

Variations

Alternative Dow Corning® Products have not been tested as of this printing.

Stability

Stable for at least 1 month at room temperature. Stable for at least 1 month at 40C.

External Reference Material

No external references identified as of this printing.

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After-Shave Wipes

Wipes: Moisturization, Soothing

Formulation 00510

ATTRIBUTES

- Alcohol-free
- Dry Feel
- Moisturization
- Soothing

DOW CORNING® PRODUCTS

- Dow Corning® 2-1184 FLUID
- Dow Corning® 2501 COSMETIC WAX
- Dow Corning® 9040 SILICONE ELASTOMER BLEND
- Dow Corning® 9509 SILICONE ELASTOMER SUSPENSION

Ingredient	Wt. %	Trade Name/Supplier
Phase A		
1. Acrylates/ C10-30 Alkyl Acrylate Crosspolymer	0.1	Carbopol® ETD 2020 / NOVEON Inc.
2. Water	72.17	
Phase B		
3. Sodium Hydroxide	0.13	Sodium Hydroxide / No Supplier Specified
Phase C		
4. Glycerin	4	No Tradename Specified / No Supplier Specified
5. Bis-PEG-18 Methyl Ether Dimethyl Silane	2	Dow Corning® 2501 COSMETIC WAX
6. Aloe Vera Gel	0.6	
7. Panthenol	0.3	Panthenol 50P / BASF
8. Hamamelis Virginiana (Witch Hazel) Extract	0.7	Hamamelis Extract H.G. / S. Black
9. Water	4.7	
Phase D		
10. C12-15 Alkyl Benzoate	2.7	Crodamol® AB / Croda, Inc.
11. Polysorbate 20	0.5	Tween 20 / Uniqema
12. Cyclomethicone (and) Dimethicone Crosspolymer	3.5	Dow Corning® 9040 SILICONE ELASTOMER BLEND
13. Dimethicone (and) Trisiloxane	5.8	Dow Corning® 2-1184 FLUID
14. Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Propylparaben (and) Butylparaben	0.5	Sepicide® HB / Seppic S.A.
15. Perfume (choice)	q.s.	
Phase E		
16. Dimethicone / Vinyl Dimethicone Crosspolymer (and) C12-14 Pareth-12	2	Dow Corning® 9509 SILICONE ELASTOMER SUSPENSION

Procedure

1. Disperse ingredient 1 in 2, with strong agitation.
2. Neutralise with NaOH.

3. Add phase C with mixing.
4. Add Phase D with strong mixing.
5. Maintain mixing for 15 minutes.
6. Add phase E
7. Maintain mixing for 15 minutes.

Variations

Alternative Dow Corning® Products have not been tested as of this printing.

Stability

Stable for 3 months at 40°C.

External Reference Material

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Exfoliating Gel

Clear Gel: Cleans pores, Nourishes the skin

Formulation 00457

ATTRIBUTES

- Protects the skin
- Smooth after feel
- Cleans pores
- Nourishes the skin

DOW CORNING® PRODUCTS

- Dow Corning® 2501 COSMETIC WAX
- Dow Corning® HMW 2220 NON-IONIC EMULSION

Ingredient	Wt. %	Trade Name/Supplier
Phase A		
1. Carbomer	0.9	Carbopol® ETD 2020 / NOVEON Inc.
2. Water	30	
Phase B		
3. Triethanolamine	1.35	Triethanolamine / Lambert Rivi
Phase C		
4. Sodium Laureth Sulfate	8	Empicol ESB-3 / Albright & Wilson
Phase D		
5. Glycerin	41	No Tradename Specified / No Supplier Specified
6. DMDM Hydantoin	0.1	Nipaguard DMDMH / Nipa
7. Bis-PEG-18 Methyl Ether Dimethyl Silane	2	Dow Corning® 2501 COSMETIC WAX
8. Water	10	
Phase E		
9. Divinyldimethicone / Dimethicone Copolymer (and) C12-13 Pareth-3 (and) C12-13 Pareth-23	2	Dow Corning® HMW 2220 NON-IONIC EMULSION
Phase F		
10. Perfume (choice)	q.s.	
11. Solubilizer (choice)	q.s.	
Phase G		
12. Synthetic Wax (and) Adansonia digitata (and) CI 77891 (and) CI 77019 (and) CI 77288 (and) CI 77491 (and) CI 77499	2.5	Cirebelle 104P (Baobab 425-1180) / Cirebelle

Procedure

1. Disperse ingredient 1 into ingredient 2 with strong agitation and moderate heating
2. Neutralize with TEA
3. Add ingredient 3 little by little, maintaining a continuous agitation

4. Pre-dissolve ingredient 7 in 8 (heating may help), then mix with the rest of the ingredients of phase D and add to ABC
5. Measure refraction index and adjust to 1.4039 with water/glycerine
6. Add ingredient 9 and mix.
7. Check Clarity
8. Pre-mix perfume and solubilizer and add to the formula
9. Centrifugate
10. Incorporate scrub particles very slowly, to avoid air entrapment

Variations

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Stability

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Facial Cocktail

Proprietary Formulation

ATTRIBUTES

- Clear
- Anti-aging, Mattifying, Vitamins
- Moisturizes
- Quick Absorption
- Enhances Skin Appearance

DOW CORNING® PRODUCTS

- Dow Corning Silicones

Ingredient	Wt. %	Trade Name/Supplier
This is a proprietary product concept of Dow Corning Corporation		

Procedure

1. This formulation can be shared with customers after signing a one-way secrecy agreement.
2. Contact your local Dow Corning representative if you are interested in pursuing this option.
3. We will work with you to develop a unique product based on this concept formulation that will meet your needs.

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