

Combining Beauty with Function for Everyday Living



Versatile, gentle silicones create many of the positive qualities we associate with personal care and household cleaning products – luxuriant texture, silky smoothness, luster and smooth application.

Available as fluids, emulsions, resins, waxes and blends, silicones are an important functioning element in applications designed for cosmetic and household use. They help ensure some products retain their quality and effectiveness long after purchase.

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Silicones' attributes are many and varied:

- Spreadability
- Sensory attributes (softness)
- Non-stinging
- Non-staining
- Effective at a wide range of temperatures
- Maintains its key attributes in water
- Versatility, can be supplied in a variety of forms
- Chemical stability
- Environmental compatibility

Typical Applications

Color cosmetics, sun protection creams, hair care products and antiperspirants and deodorants all benefit from silicones. Laundry detergents, fabric softeners, kitchen and bathroom cleansers, polishes and waxes are gentle, effective and aesthetically appealing because of silicones.

Consumer Benefits

Protect

Some personal care products and household cleaning applications that contain silicones protect health and well-being. In some personal care products, silicones provide a protective barrier that allows the skin to breathe while still optimizing moisture retention. They are also used to enhance the sun protection factors (SPF) in sunscreen formulations, helping to protect consumers from damaging ultraviolet rays.



Perform

Silicones enhance the quality and performance of products. Their versatility and varied attributes help designers and manufacturers answer consumer demand for gentle, effective and easier-to-use products.

- The elasticity in silicone oils improves the spreadability and smoothness of facial cosmetics, lotions, cleansing creams and antiperspirant and deodorant products
- Silicones help lipsticks, eye shadows and blushes stay on the skin for extended periods, as well as maintain their color.
- Silicones in shampoos and conditioners add foam stabilization, better shine, better body and softness to hair.
- Silicones in hair styling products improve control.
- Silicones make aesthetically pleasing and effective antiperspirants and deodorants that do not leave a residue. Silicones act as a non-cooling, non-stinging barrier that reduces the white residue and tacky feel of antiperspirants in deodorants. Silicones also help make clear antiperspirant gels possible.
- Silicones as anti-foam agents in laundry detergents ensure foam control during a wash cycle, keeping the detergent in the washing machine.
- Silicones in fabric softeners help preserve fabric "newness" because of their softening properties. Silicones' elasticity helps smooth out wrinkles.
- Silicones enhance shine, spread easily and do not chemically react to surface materials, so they are ideal components of polishes and cleaners used on household surfaces such as floors and kitchen and bathroom counters. Silicones also enhance shoe cleaning and polishing products.

