

Smooth and silky skin – the painless and easy way

Innovative Solutions



Dow Corning offers innovative silicone-based solutions for personal care in India

As every woman knows, waxing is time-consuming and painful, not to mention expensive. In addition, a recent survey done by the All India Institute of Medical Sciences showed that nearly one-third of all women who regularly waxed their arms and legs ended up with ugly rashes on their upper arms and thighs – not because of the products, but because of the procedure itself. While depilatory creams and lotions are a painless alternative to waxing, these have their own disadvantages, such as stinging sensation on application, lingering and unpleasant smell, and a sticky, greasy after-use feel.

Experts from Dow Corning, a global leader in silicone technology, are now incorporating silicones into depilatories, thus enabling a light, non-greasy, silky feel, with a clean and fresh after-use sensation.

The silicone advantage

For years, silicones have been a key ingredient in personal care products like lotions, cosmetics, shampoos and conditioners. Depilatory product manufacturers in India are now finding that silicones provide a wider array of formulation options for their products as well. Silicones are key ingredients used to allow better spreadability and breathability of the product. They also provide emollient benefits such as smoothening and moisturizing of the skin, as well as a velvety and light feel to the skin after wipe-off. Because of their very good spreadability, silicones could potentially reduce the quantity of product to be applied and therefore ensure economy of use.

“Dow Corning experts continually work with their Indian customers to understand market trends, and to identify and address high-potential

future demand. One very significant trend is the growing demand for personal care products that are not just functional, but also fulfill the consumers' sensory expectations," said Mack Katoh,

Dow Corning's marketing manager – Asia for Personal Care. "They now want their experience with a personal care product to include not just how it works, looks and smells, but also how it feels to the touch, as well as its texture and appearance after application."

More about Dow Corning

Dow Corning (dowcorning.com) provides performance-enhancing solutions to serve the diverse needs of more than 25,000 customers worldwide. A global leader in silicon-based technology and innovation, offering more than 7,000 products and services,

Dow Corning is equally owned by The Dow Chemical Company and Corning, Incorporated. More than half of Dow Corning's annual sales are outside the United States.

In India, Dow Corning (dowcorning.com/india) is one of the fastest growing specialty chemical companies. From their office in Mumbai and their new manufacturing site in Pune, they serve customers across India and South Asia in industries as diverse as textiles, construction, beauty & personal care, automotive, industrial lubrication, electronics and many others.

How to contact us

Dow Corning has sales offices, manufacturing sites, and science and technology laboratories around the globe. To learn how Dow Corning can help your business, contact your nearest Customer Service Specialist – find out how at dowcorning.com/contactus.

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