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## Innovative Solutions

# Silicones Help Drive Growth in India for Anti-Aging Skincare Products

### Innovative silicone solutions from Dow Corning help boost anti-aging product market

For those looking to maintain a youthful appearance, silicone science is helping provide effective alternatives to injections and surgical procedures, by improving the visual and sensory effects of anti-aging skin care products.

"Silicones are used in more than 40 percent of skin care products, including sun care, face and body care, and color cosmetics," said Dow Corning skin care specialist Isabelle Van Reeth.

### Innovative solutions that meet customer needs exactly

Silicones can help provide a powdery feel, luxuriant texture, silky smoothness, easy application, and reduced tackiness in lotions, creams and powders.

These characteristics are especially important in the anti-aging cosmetic product category in countries such as India, where the growing economy, rapidly changing lifestyles and increasing availability of domestic and international cosmetic brands are expected to drive growth.

According to a report from Euromonitor International, a global market research firm:

~ Global sales were \$14.9 billion in 2007. Anti-aging products will account for about one-quarter of the value of the global cosmetic skin care market by 2012.

~ In Asia, growing economies and adoption of international beauty trends are expected to drive growth in China, India, Vietnam, Thailand and Indonesia. In Japan, less than 10 percent of spending is on anti-aging products, compared to approximately 30 percent in the U.S. and U.K.

~ In North America, Western Europe and Australasia, consumers spent a combined \$7.7 billion on nourishing and anti-aging face creams in 2007.

~ In Latin America, the facial cream market grew 14 percent from 2006 to \$2.4 billion in 2007.

~ In Eastern Europe, sales of facial nourishers/ anti-agers nearly tripled between 2002 and 2007 to \$780 million.

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## The specific benefits of silicones include:

~ Natural appearance: Silicone elastomers can help anti-aging products impart a natural look. During application, they form small, soft microparticles that fill wrinkles and skin imperfections to create a more uniform appearance. These particles are held in place with other silicone ingredients designed to prolong a smoother, velvety and powdery feel for long-lasting wear.

~ Wrinkle-masking and soft-focus effect: Silicone elastomer powders coated with alumina can help mask wrinkles and provide a soft-focus effect to improve skin appearance. The powder helps maintain skin tone while evenly distributing light that reflects back from the skin to hide imperfections and minimize shine.

~ Skin protection: Silicones can encapsulate moisturizers, vitamins and other beneficial ingredients to lessen dryness (which can intensify the appearance of aging) while leaving the skin's ability to breathe intact.

~ Delivery of actives: Silicone elastomers also show their versatility as vehicles to deliver active ingredients such as moisturizers, fragrances and vitamins.

~ Enhanced SPF: Consumers are also embracing sun care products as an important part of a regular skin care regimen to prevent premature aging. Several silicone materials can help enhance SPF, allowing a reduction in the amount of potentially irritating sunscreen needed to achieve a specific SPF.

~ Improved or novel aesthetics: Silicones can play an important role as texture and sensory modifiers, making it easier to incorporate ingredients that might otherwise have negative aesthetic effects. They can also allow thick, creamy gels to be delivered by a pump dispenser and be transformed to a fluid-like texture that is easy to spread for good skin coverage and an even tone.

"Because of their multifunctional benefits, high performance, and unique properties, silicones will continue to give personal care product makers options that are not available with oils and conventional

organic materials," said Van Reeth.

## About Dow Corning

Dow Corning ([www.dowcorning.com](http://www.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.

## About Dow Corning in India

In India, Dow Corning ([www.dowcorning.com/india](http://www.dowcorning.com/india)) is one of the fastest growing specialty chemical companies. From our office in Mumbai and our manufacturing facility in Pune, we serve customers across India and South Asia. Our Application & Engineering Technical Services laboratory enables collaboration with Indian customers to

provide solutions that are new to, or customized for India.

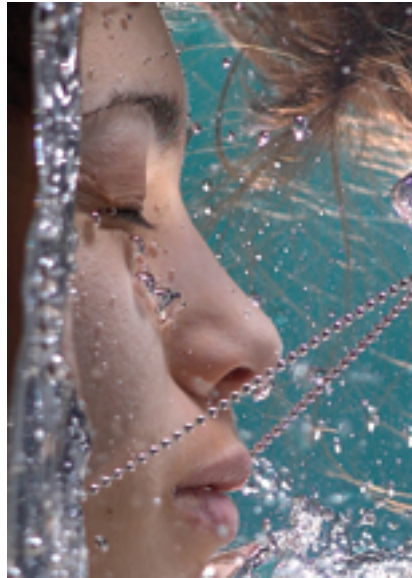
Dow Corning in India offers innovative solutions and products to industries as diverse as beauty & personal care, automotive, textiles, construction, industrial lubrication, electronics and many others.

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