









Silicone Elastomers in Personal Care

A Pragmatic Overview Versatile Approach to Innovative Textures

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Skin-care **Film Formers** Silicone Fluids tions/creams/Serums Pore/Wrinkle Primers Non-emulsifying Silicone Gels **Powders** Make-up **Emulsifying Silicone Gels Linear and Branched Emulsifiers** Water **UV Filters** Sunscreen **Functional Materials Unique Textures** Advanced Formulation Design = Basic Formulation + Functional Materials

Advanced Formulation Design

Shire Innovating Sensory Solutions

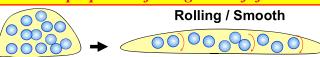
II.4 New design concept elastomers

elastomers are not created equal! Ways to control sensory

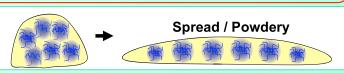
Туре	Base oil	Polymer Content %	Refractive Index	Feeling	
				Smooth	Thickness
spherical	DMF- A-6S	20-30	1.398	+++	+
mixed		10-20	1.399	++	++
entangled		20-30	1.400	+	+++

Enhanced sensorial properties: feeling and soft focus

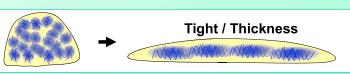
Imparts a very dry powdery feel, due to the rolling effect of the particles



Gel spreads easily absorbs quickly and feels dry after application



Soft, silky & cushion feel



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