

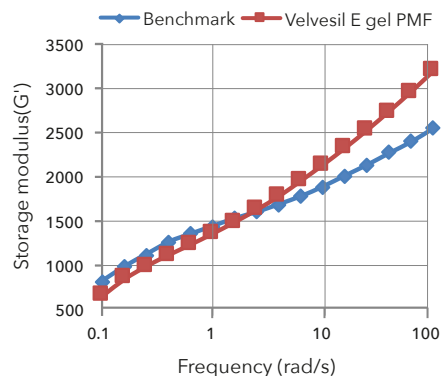
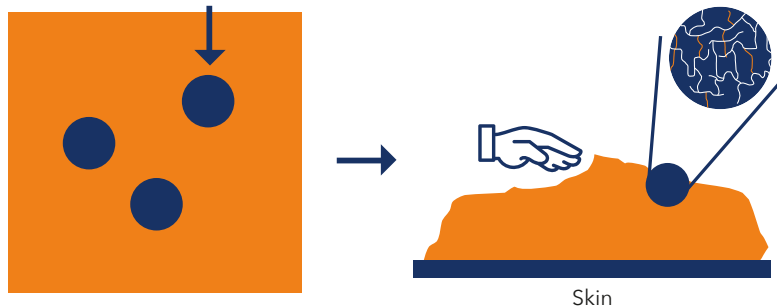
SOFTER SKIN FROM AQUEOUS FORMULATIONS

INCI Name: Dimethicone/Vinyl Dimethicone Crosspolymer (and) Dimethicone (and) Isohexadecane (and) Cetearyl Methicone - **SFDA listed**

Imagine softer feeling skin from your cleanser, or the benefit of hidden wrinkles and an overall uniform complexion from your toner. The new Velvessil® E gel PMF emulsion can help achieve a cushioning sensory with additional soft focus benefits out of the aqueous phase in formulations.

Enhanced water phase sensory with Velvessil E gel PMF emulsion

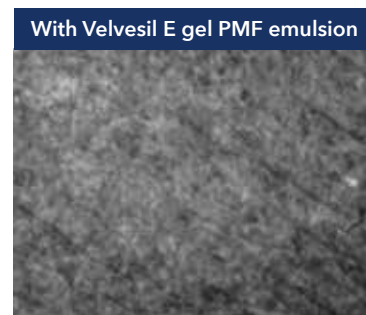
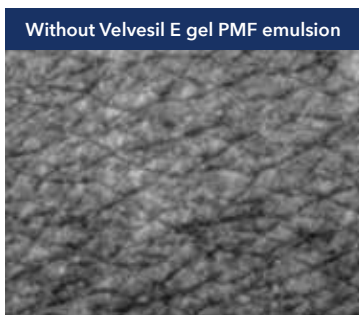
Swollen elastomer gel particles



Note: Test results. Actual results may vary.

Strong soft focus effect with Velvessil E gel PMF emulsion

- Reduced contrast between skin wrinkles and flat skin areas.
- Silicone elastomer gel has a refractive index close to the skin to deliver a “blurring effect”.
- High efficiency to provide soft focus at low loading compared to anhydrous silicone elastomer gels.



Neat emulsion applied on inside forearm, recorded by VD 300(Courage + Khazaka), ~2 mg/cm² skin
 Note: Test results. Actual results may vary.

*Velvessil is a trademark of Momentive Performance Materials Inc.

Key Features and Typical Benefits of Velvesil* E gel PMF emulsion:

- Soft focus effect to hide skin imperfections
- Soft, cushioning sensory
- Excellent emollient
- No balling on rub-in
- Easy to use - cold processing capable
- Formulated without Paraben and MIT
- SFDA listed INCI

Typical properties are average data and are not to be used as or to develop specifications.



Potential Applications for Velvesil E gel PMF emulsion:

SKIN CARE



Masks
Toners
Essences
Serums
Lotions
Creams
(tone brightening cream)

SUN CARE



Sunscreens
Daily wears

COLOR COSMETICS



Foundations
Concealers

HAIR CARE



Shampoos
Leave on Creams/
Essences/
Serums/Sprays

MOMENTIVE™
inventing possibilities

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