

FOR IMMEDIATE RELEASE:

**PERSONAL CARE & COSMETICS MARKET HIRE:**

SHIN-ETSU SILICONES HIRES MARIE CAPOZZI AS REGIONAL SALES MANAGER TO DELIVER SILICONE SOLUTIONS TO KEY ACCOUNTS.

**Paramus, NJ—February 2019**

A pioneer in the field of silicones for personal care products, Shin-Etsu Silicones of America, Inc. (“SESA”: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan) recently announced the hiring of **Marie Capozzi** as a Regional Sales Manager to expand the company’s presence at key accounts and accelerate growth in the Personal Care & Cosmetics market.



Marie received her Bachelor of Science Degree in Biology from Fairleigh Dickinson University, and has since cultivated a reputation as a “tenacious business development leader” with a broad background in cosmetic sales. Notably, she has developed key relationships with major accounts including Estee Lauder Companies, Coty, Inc., Johnson & Johnson, L’Oréal and Avon Products, Inc. while representing industry leaders such as Sensient Technologies Corp., Dow Corning Corp., and most recently, EES Cosmetic Solutions. Marie will utilize Shin-Etsu’s extensive tool kit of innovative sensory solutions to enhance specialty products targeting the personal care, cosmetics, and hair care consumer.



Marie joins the SESA cosmetics team at their 14,000 sq. ft., state-of-the-art Cosmetic Application Laboratory—strategically located in Paramus, NJ, which will allow her to be closer to many of its strategic customers based in New York and New Jersey. She will augment the sales team of Ginny Powell, An-li Quo, and Mike Gerlock to deliver innovative solutions to strategic customers in the Personal Care and Cosmetics industry.

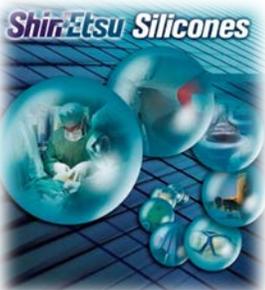
According to Capozzi, “My goal is to further advance SESA’s ability to go beyond basic cosmetic silicone solutions to offer formulators more innovative sensorial benefits across a wide variety of product applications for our key personal and hair care market accounts.”

**SHIN-ETSU SILICONES OF AMERICA, INC. COSMETICS APPLICATION LAB:**

215 College Rd. Paramus, NJ 07652 / PH: 973-339-9077 / FX: 973-256-8178

For more detailed information contact: [cosmetics@shinetsusilicones.com](mailto:cosmetics@shinetsusilicones.com)

**CORPORATE PROFILE:** A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan, Shin-Etsu Silicones of America Inc. offers vast technical and capital resources to formulate solutions as a major supplier of silicone materials to North America's medical, automotive, electronics, aerospace, cosmetics, and manufacturing industries. Shin-Etsu’s premium silicone compounds incorporate leading-edge technology, staff expertise, and value-added service; offering customers the highest levels of quality and consistency in specialty silicone materials.



Author: Eric Bishop / Shin-Etsu Silicones of America, Inc. / 513-232-8917 / ebishop@shinetsusilicones.com  
Editorial & Photo Contact: Ray Farrar / Method Media LLC / 216-861-0862 / rayf@methmedia.net

©2019 Shin-Etsu Silicones of America, Inc. All rights reserved.