

FOR IMMEDIATE RELEASE:**SILICONES BRING SOFT EFFECT INTO FOCUS:**

SHIN-ESTU SILICONES DEVELOPS HYBRID SPHERICAL SILICONE POWDERS TO ACHIEVE ADVANCED SOFT FOCUS BENEFITS.

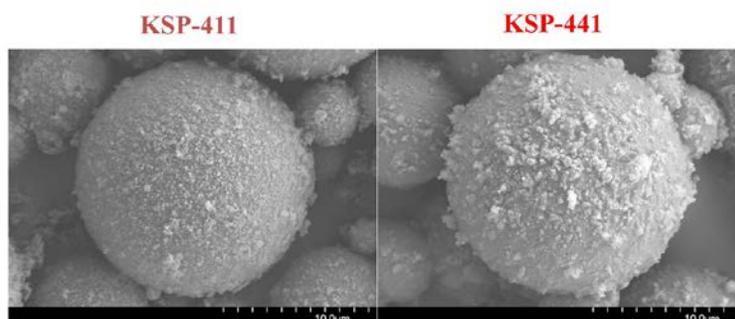
Akron, OH– Jan, 2012

Anti-Aging is probably the most important global trend in the cosmetics and personal care market today. In response to the rapid growth of the anti-aging segment of the Personal Care Market, Shin-Etsu Silicones of America (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan), has recently premiered its KSP series of high performance hybrid spherical silicone powders (KSP-441/KSP-411) that contain a silicone core along with a silicone resin shell. Presented at the Society of Cosmetic Chemists (SCC) 2011 Technology Showcase (New York Hilton & Towers Hotel: December 8-9, 2011), this unique hybrid combination achieves a superior ‘soft-focus’ effect.

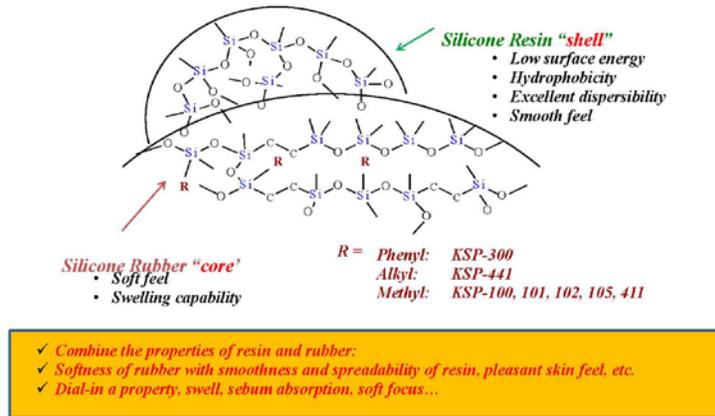
A pioneer in the field of silicones for personal care products, SESA’s hybrid KSP powders combine a unique “rubber core-resin shell” structure designed to deliver consumers perceivable visual benefits (soft focus, matte, natural, transparent) as well as superior feel properties (smooth, silky, moist). Additionally, each powder is designed to absorb specific oil types: the KSP-411 (INCI: Polysilicone-1 Crosspolymer) for silicone oils and some light esters, and the KSP-441 (INCI: Polysilicone-22) for organic oils and sebum absorption that provides anti-shine benefits.

Whereas consumers seek instant gratification for wrinkles and line reduction; it is critical for all formulators to adopt a masking technology for consumers in combination with actives since actives alone take more time to achieve results. In essence, SESA’s KSP series hybrid powders deliver a complete package that provides a maximum amount of transmittance and off-specular reflectance to provide a superior natural look and soft focus effect.

The key to SESA’s KSP hybrid series is selecting the right ingredients for formulators to ‘dial-in’ property performance goals (i.e.-swell, sebum absorption, soft focus, degree of matte, smoothing line defect range, etc.) from the broad product portfolio to optimize key factors affecting optical blurring. Key factors include: relatively low refractive index (RI), RI difference of the powder and the carrier, and the particle size of the dispersed spherical powder. Effectively formulated, the series is ideal for a wide range of anti-aging products including; skin lotions and creams, anhydrous skin treatment serums, powder foundations and blushes, hot pours, and liquid foundations, etc.

SEM of Hybrid Powder

Chemical Structure of Hybrid Powder

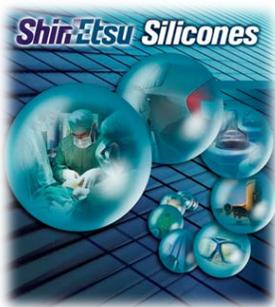


According to SESA’s North America Marketing Manager Eric Bishop, “The KSP hybrid spherical silicone powder series delivers a unique combination of the softness of rubber with the smoothness and spreadability of resin to maximize both transmittance and haze for the best look. Combining the right formulation of these multifunctional ingredients delivers additional benefits such as thickening, formulation stabilization, sebum control, actives delivery, etc.”

SESA’s Cosmetics Marketing Manager An-Li Kuo also noted that, “The end result is a range of pleasant skin feels such as light, fresh, smooth, silky, etc. Most importantly, for today’s Personal Care Market it provides every age group with options in formulation to achieve a soft focus, natural look that blurs skin defects such as wrinkles, fine lines and blemishes.”

For more detailed information on the KSP Hybrid Spherical Silicone Series contact:

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.

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