

SilDerm® Softening



innovative technology. brand differentiation.
 leaves skin feeling soft, healthy, smooth.
 improves formula aesthetics.
 long wear benefits
 wrap polymer in a variety of textiles
 silk. cotton. linen. cashmere.

BACKGROUND

While long-wearing make up occupies a significant place in the current market there is one critical consumer perception inhibiting market growth; long-wearing make up often makes the skin feel dry. The holy grail for all long-wearing cosmetics is to achieve an enhanced duration of wear while maintaining a natural appearance and feel on the skin.

Our sense of touch is very primal, yet discerning. Little interpretation is required to understand what is perceived when using this sense. As a result, we can easily determine if our skin feels rough and dry or soft and supple. We can also quickly decipher whether a lotion feels silky, gliding smoothly and effortlessly along the skin or if it feels tacky, dragging slowly against the surface. Our sense of touch alone is most likely the reason we use silicones in cosmetics. After all, the function of a cosmetic is practically rendered useless if the consumer doesn't like how it feels.

SCIENCE

SilDerm® Softening is a silicone resin-based polymer that is wrapped in a protective cocoon of silk. This silk-enrobed polymer is dispersed in dimethicone, which creates a gel structure that adds a unique textural element as well as overcoming any problems associated with the polymers absorption characteristics. The overall effect is to provide a material that overcomes not only the physical sensation of drying but actually leaves the skin feeling healthy, soft and smooth. **SilDerm® Softening** imparts a silky feel to cosmetic applications, which will help to increase the sensory experience.

Code Number: 30316

INCI Name: Cyclopentasiloxane & Dimethicone/Bis-Vinyldimethicone/Silsesquioxane Crosspolymer & Silk
INCI Status: Approved
REACH Status: Compliant
CAS Number: 541-02-6 & 68440-84-6 / 69013-23-6 & 9009-99-8
EINCS Number: 208-764-9 & N/A / N/A & N/A

Origin: Synthetic/ Animal

Processing:

- GMO Free
- No Ethoxylation
- No Irradiation
- No Sulphonation

Additives:

- Preservatives: None
- Antioxidants: None
- Other additives: None

Solvents Used: Cyclopentasiloxane

Appearance: Hazy Gel

Soluble/ Miscible: Silicone

Ecological Information:

100% Biodegradability

Microbial Count:

<100 opg, No Pathogens

Suggested Use Levels: 1.0 – 5.0%

Suggested Applications:

Moisturizing, Aesthetic Modification, Conditioning, Improves Texture

Benefits of SilDerm® Softening:

- Enhances Aesthetics of Formulations
- Long Wear
- Softening
- Brand Differentiation

SilDerm® Softening

The technology behind **SilDerm® Softening** affords the unique opportunity for customization. Numerous anti-aging and other actives can be incorporated into the gel matrix in order to provide a functional benefit. The polymer can also be wrapped in a variety of materials aside from silk. For example, we are capable of incorporating cotton, linen or cashmere just to name a few. **SilDerm® Softening** not only enhances the overall aesthetics of a formulation while providing long-wearing benefits, it can be used as a vehicle with which to deliver active materials to the skin.

BENEFITS

It is possible to overcome the physical sensation of dryness with a variety of formulating techniques, but this does little to overcome the preconception in the consumer's mind. In order to do so, formula based solutions must be combined with accessible skincare ingredients. This is the purpose of **SilDerm® Softening**.

SilDerm® Softening can be used in personal care product lines or cosmetic makeup applications to enhance the aesthetic quality of an actual product and deliver an end product typical of today's luxury cosmetic lines. Furthermore, incorporating SilDerm® Softening will offer brand differentiation to a product line.

