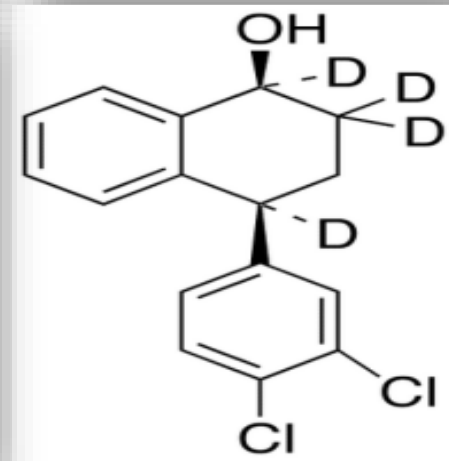
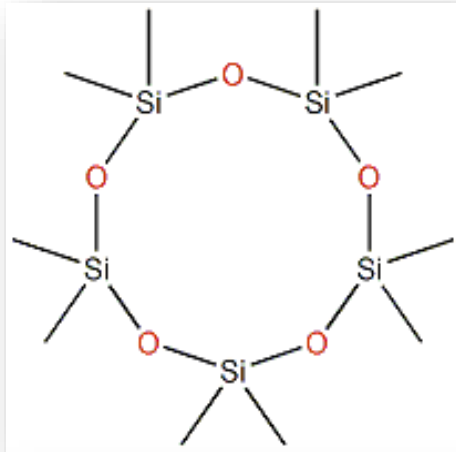


SilDerm[®] Smoothing

Spoil the Senses + Luxurious Aesthetic Modifier + Hydrating + Illuminating



Tomorrow's Vision... *Today!*[®]

SilDerm[®] Smoothing

Technical Information:

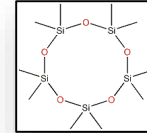
Product Code: 30301

INCI Name: Cyclomethicone & Dimethicone

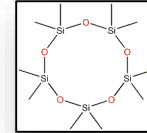
INCI Status: Approved

Suggested Use Level: 1.0 – 5.0%

Suggested Applications: Moisturizing, Aesthetic Modification, Pigment Dispersion, Conditioning, Improves Texture



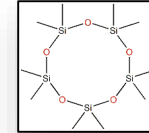
SilDerm® Smoothing



Long-Wearing Make-Up

- Occupies a significant place in the current market
- Problem – customers believe that long-wearing make-up makes the skin feel dry
- Holy grail for all long-wearing color cosmetics is to:
 - Achieve enhanced duration of wear
 - Maintain a natural appearance and feel on the skin
 - Not over-dry the skin

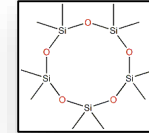
SilDerm[®] Smoothing



Sense of Touch

- Very primal and discerning
- We can easily determine if our skin feels rough and dry or soft and supple
- Our sense of touch is most likely the reason we use silicones in cosmetics
- The function of color cosmetics is practically rendered useless if the consumer doesn't like how it feels

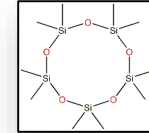
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Science Behind the Co-Polymer

- SilDerm[®] Smoothing is a copolymer of cyclopentasiloxane and dimethicone
- Cyclomethicones, like cyclopentasiloxane, are often used in cosmetics to impart a velvety cushion on the skin
- Enhances luminescence and sheen
- Dimethicone, a silicone oil, is known for film-forming properties which enhances the spreadability of this product
- Resulting in a polished and even skin aesthetic

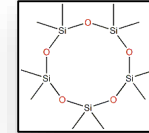
SilDerm® Smoothing



Benefits

- Long-lasting is a long lasting product that spoils the senses
- Enhances the feel of formulations, helping color cosmetics and skin care formulas glide effortlessly across the skin
- Provides a silky cushion when applied, leaving the skin feeling velvety soft, hydrated and supple
- Illuminates the overall appearance of the skin by visibly reducing the signs of aging

SilDerm[®] Smoothing



Benefits

- Can be used in personal care product lines or cosmetics makeup applications to enhance the aesthetic quality of an actual product
- Delivers an end product typical of today's luxury cosmetic lines
- Incorporating this product into cosmetic formulations at higher concentrations will yield coveted results
- Illuminating, glowing aesthetic
- Diminishes the appearance of fine lines and wrinkles

SilDerm[®] Smoothing

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