

SilDerm® Formulating Base

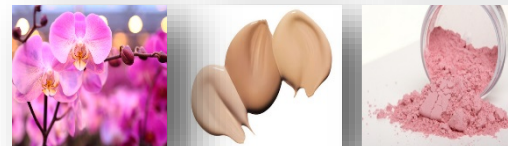
Skin Conditioning + Anti-Aging + Aesthetic Modifier



Tomorrow's Vision... *Today!*®

SilDerm[®] Formulating Base

Technical Information:



Code: 30304

INCI Nomenclature: Cyclopentasiloxane & Dimethicone & Cyclohexasiloxane & Isohexadecane & Ammonium Polyacryloyldimethyl Taurate & Tocopheryl Acetate & Polysorbate 20 & Polysorbate 80

INCI Status: Approved

Suggested Use Level: 1.0 - 30.0%

Suggested Application: Low Emulsifier Systems & Pigment Spacer

Conditions Skin + Improves Texture

Current Market Trends:



- Make-up with staying power occupies a significant place in the cosmetics market
- Consumers' perception:
 - long-wear make-up = dehydrated, cakey-looking skin
- The holy grail for long-wear cosmetics is to achieve:
 - Increased duration of make-up wear time
 - Maintain a healthy feel and look on the skin

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Science:



- This combination of ingredients produces a silky texture that's easy and comfortable to apply
- Ammonium Polyacryloyldimethyl Taurate helps absorb sebum or oil
 - Gives skin a matte appearance while possibly increasing moisture
- Vitamin E (Tocopheryl Acetate), a potent antioxidant, makes this product ideal for anti-aging applications
- Isohexadecane, an emollient, works to keep skin moist and supple by reducing trans-epidermal water loss (TEWL)

A Multitude of Applications

SilDerm® Formulating Base



- No temperature sensitive changes in viscosity
- Low odor formulation is perfect for fragrance-free applications
- Compatible with anhydrous ingredients such as oils and waxes
 - Reduces the heavy, greasy feel
 - Enhances lubricity
- Excellent base for designing a variety of decorative applications, including primers and liquid foundation
- As an absorption base, formulators can easily transform into an luxurious cream or lotion simply by adding water and actives

A Full Sensorial Experience

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.



SilDerm® Formulating Base is an excellent addition to cosmetic formulations as it can create a feeling of sensorial elegance. It is capable of enhancing the feel of a product while also instantly making the skin feel smoother, softer & younger

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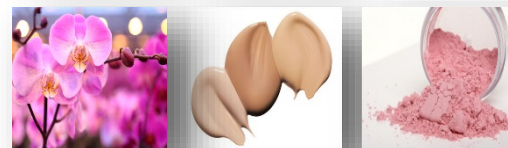
Benefits:



- ✓ Emollient properties leave skin feeling smoother and softer
- ✓ Slip agents enhance lubricity to reduce tack and drag
- ✓ Light diffusing properties minimize appearance of wrinkles, lines & pores
- ✓ Vitamin E defends skin from free radical damage and TEWL

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ACTIVE CONCEPTS LLC



THANK YOU

Please visit and register to use our new website at

www.activeconceptsllc.com

When you register, you will have access to the complete product documentation available.