

SilDerm[®] Conditioning Cashmere

Improves Skin Texture + Functional Active + Textile Technology



Tomorrow's Vision... *Today!*[®]

SilDerm® Conditioning Cashmere

Technical Information:



Code: 30324

INCI Nomenclature: Cyclopentasiloxane & Dimethicone/Silsesquioxane Copolymer & Cashmere & Malva Sylvestris (Mallow) Extract & Lilium Candidum Bulb Extract & Lactobacillus/Eriodictyon Californicum Ferment Extract & Cymbidium Grandiflorum Flower Extract

INCI Status: Proposed

Suggested Use Level: 1.0-5.0%

Suggested Application: Improves Texture, Conditioning, Functional, Enhances Aesthetics

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

A Full Sensorial Experience

**Active Concepts developed SilDerm®
Conditioning Cashmere to impart a silky
feel in long-lasting cosmetic applications**



- SilDerm® Conditioning Cashmere is a silicone, resin-based polymer that is wrapped in a protective cocoon of silk
- Silk-encased polymer is dispersed in dimethicone:
 - Creates gel structure for unique textural element
 - Overcomes issues associated with polymer absorption

Benefits of SilDerm® Conditioning Cashmere

Innovative Technology for Innovative Customization



- Overcomes the physical sensation of drying and leaves the skin feeling healthy, soft, and smooth
- Actives that promote a variety of benefits can be incorporated into the gel matrix for increased functional benefits
- Improves over all aesthetics of a formulation, provides long-wear benefits, and can be employed as a vehicle for actives
- Polymer can be wrapped in a variety of materials: Imparts additional conditioning benefits and capitalizes on trends for fabric-derived materials in cosmetics
 - ✓ Silk
 - ✓ Cotton
 - ✓ Linen
 - ✓ Cashmere

SilDerm® Conditioning Cashmere Evaluation

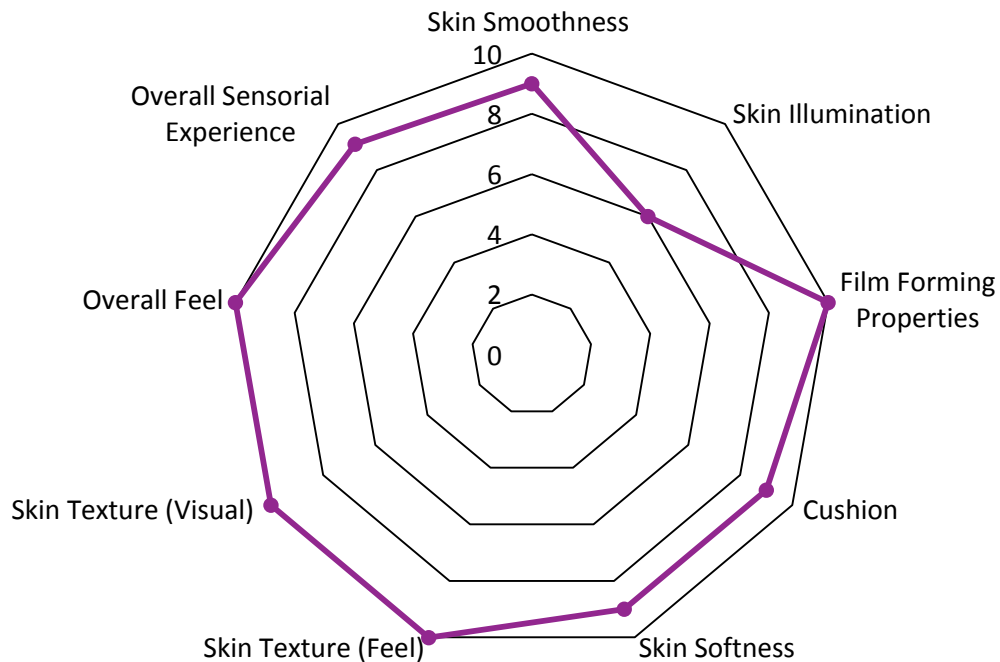


Figure 1. Overall product evaluation

- **SilDerm® Conditioning Cashmere** has been evaluated for a number of tactile qualities in order to best understand the types of strengths it has, and formulations it would be best suited for
- Very flexible in formulation, film-forming properties, improves softness of skin, visually simplistic

SilDerm[®] Conditioning Cashmere

Technical Information:



Code: 30324

INCI Nomenclature: Cyclopentasiloxane & Dimethicone/Silsesquioxane Copolymer & Cashmere & Malva Sylvestris (Mallow) Extract & Lilium Candidum Bulb Extract & Lactobacillus/Eriodictyon Californicum Ferment Extract & Cymbidium Grandiflorum Flower Extract

INCI Status: Proposed

Suggested Use Level: 1.0-5.0%

Suggested Application: Improves Texture, Conditioning, Functional, Enhances Aesthetics

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.