

# SilDerm<sup>®</sup> Conditioning Cashmere

Improves Skin Texture + Functional Active + Textile Technology



**Tomorrow's Vision... *Today!*<sup>®</sup>**

# 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

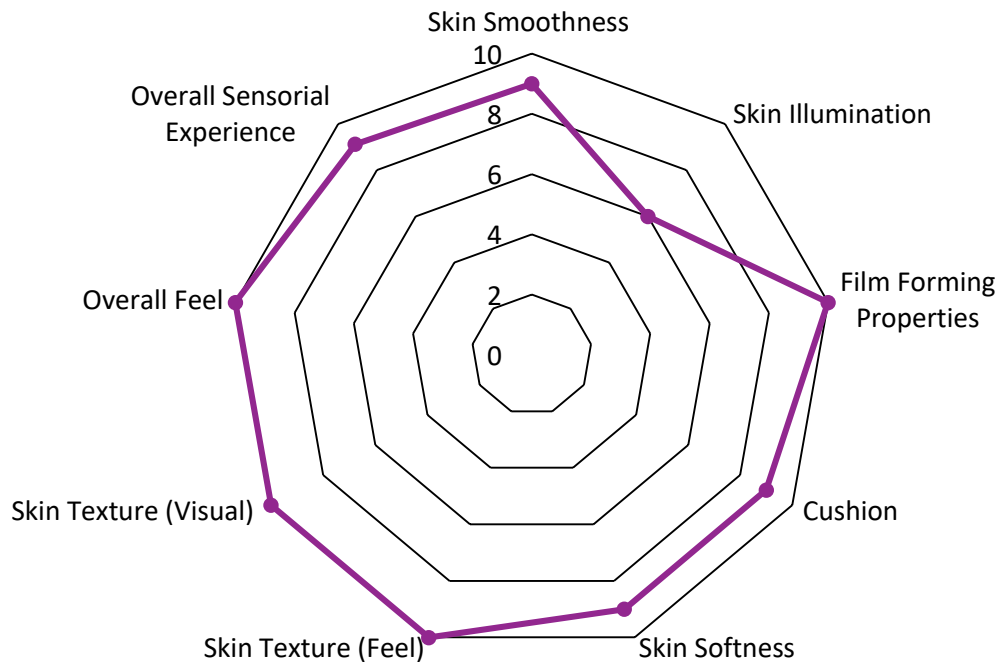


Figure 1. Overall product evaluation

- **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

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## THANK YOU

Please visit and register to use our new website at

[www.activeconceptsllc.com](http://www.activeconceptsllc.com)

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