

IT'S TIME WE UNITE

**We are the global community...
Working together to evolve...
And live more fulfilling lives.**

*We want our ethics/values to be part of everything we do
— including our beauty habits.*

SIMPLE – keeping out the clutter

PLAY – being ready for action

FOODOLOGY – enjoying super foods and traditions

MEMORIES – capturing moments, experiences, journeys

SIMPLE

Keeping out the clutter

Keeping things simple

Unisex, multifunctional

Fewer ingredients



PLAY

Being ready for action

Outdoorsy and sporty

Looking good for your selfie

Long-lasting performance/protection



FOODOLOGY

Enjoying super foods

Traditions

Experimenting with textures/temperatures



MEMORIES

Capturing moments

Experiences

Transformational journeys





LABsense™

Create Innovations with Dow



TRENDS | LAB

by Dow Corning

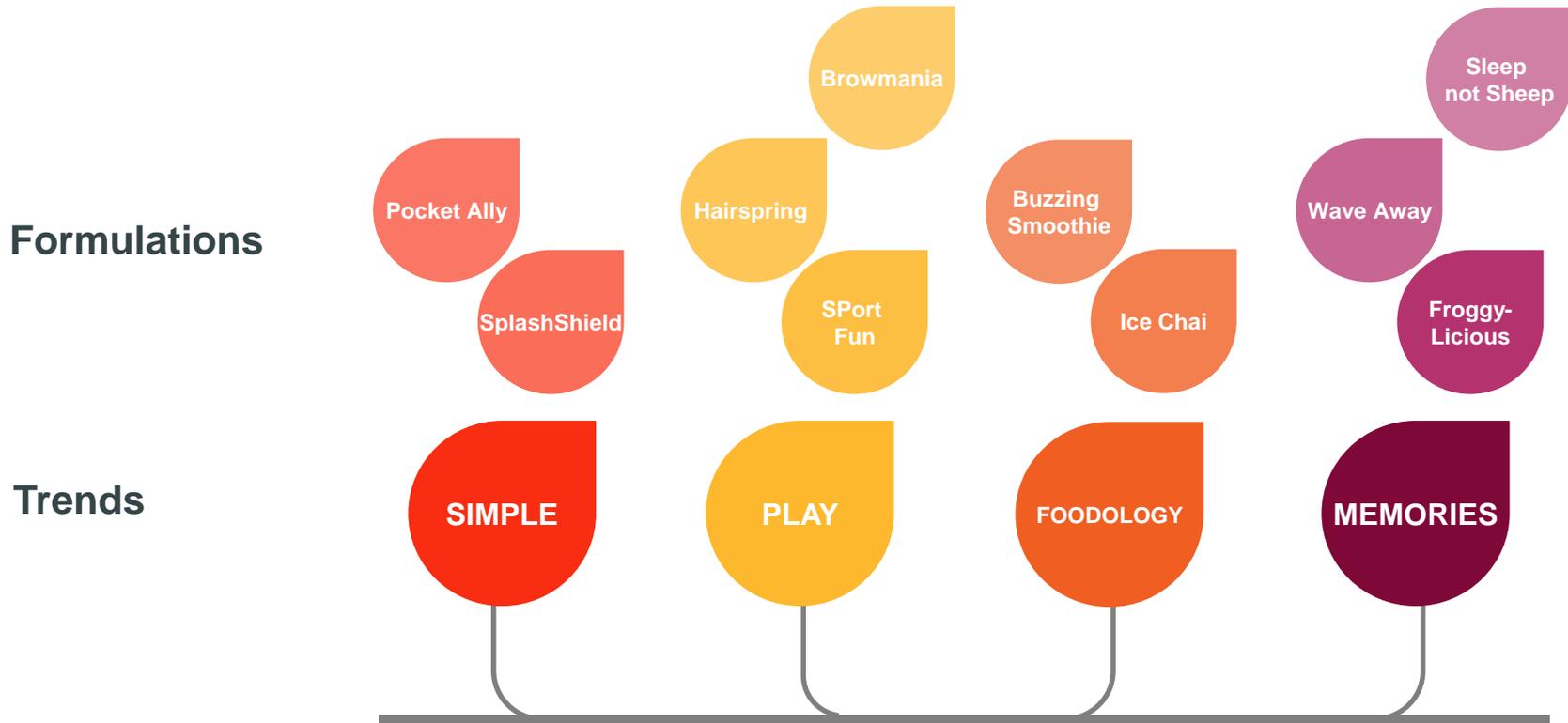
TRENDS LAB is a series of inspiring concept collections for tomorrow's beauty trends.

Each edition offers formulation concepts showcasing how to get ahead of the consumer curve in your own product development.

Our sample kit will let you see and feel how these formulations can help you stay ahead of the trends — and on top of the trendsetters' demands.



4 Trends, 10 Formulation Concepts



Each trend will be presented in detail in the following slides.

A woman is shown in profile on the left side of the frame, looking towards the right. She is holding a dandelion seed head with both hands. The background is a bright, warm sunset or sunrise, with the sun low on the horizon, creating a soft, golden glow. The overall mood is peaceful and contemplative.

SIMPLE

keeping out the clutter

SplashShield – Facial Mist



SIMPLE

Busy in the city...be protected with this multi-functional lightweight, refreshing, invisible shield

Attributes

- Pollution protection
- Long lasting
- Make-up fixation
- Perceived moisturization
- Light feel
- Water-like
- Sprayable liquid formulation
- Easy to use
- No more than 5 ingredients
- High water content (>70%)

Featured Products

Dow Corning[®] FA 4103 Silicone Acrylate Emulsion forms a long lasting flexible film and is ideal for formulating water-based systems.

Dow Corning[®] HMW 2220 Non-Ionic Emulsion imparts a rich and smooth feel. Propylene Glycol USP/EP is a high purity humectant aiding stability and preventing drying.

More attributes than ingredients, smart formulation expertise!

SplashShield – Facial Mist



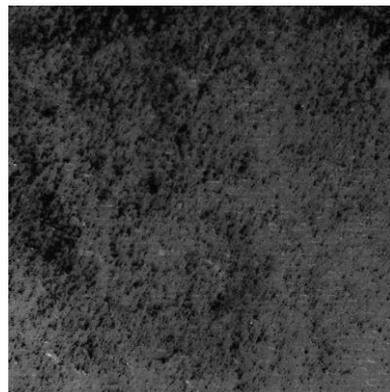
CPF 2406

SIMPLE

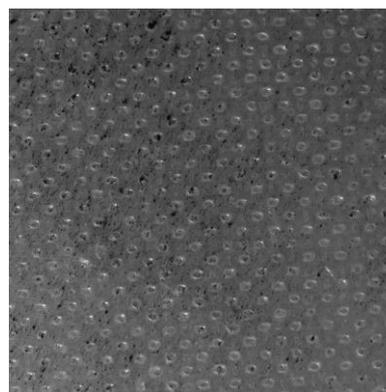
Phase	Trade Name / Supplier	INCI Name	Wt. %
A	Water	Water	74
	Propylene Glycol USP/EP / The Dow Chemical Company	Propylene Glycol	10
B	<i>Dow Corning</i>[®] HMW 2220 Non-Ionic Emulsion	Divinyldimethicone / Dimethicone Copolymer (and) C12-13 Pareth-3 (and) C12-13 Pareth-23	5
	<i>Dow Corning</i>[®] FA 4103 Silicone Acrylate Emulsion	Acrylates / Polytrimethylsiloxymethacrylate Copolymer (and) Laureth-1 Phosphate	10
	Euxyl [®] PE 9010 / Schülke & Mayr	Phenoxyethanol (and) Ethylhexylglycerin	1

SplashShield – Pollution Protection Performance

Reduction in particulate adhesion testing



Control
(no FA 4103)

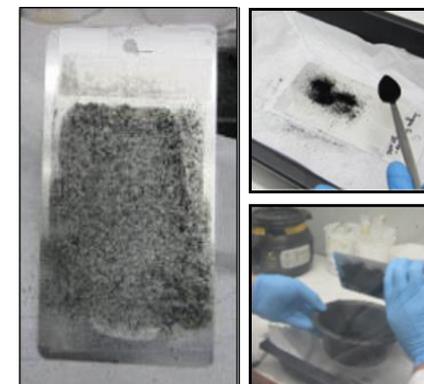


SplashShield

Adding 10% **Dow Corning® FA 4103 Silicone Acrylate Emulsion** leads to a reduction in carbon-based particulates adhesion compared to the control.

TEST PRINCIPLE:

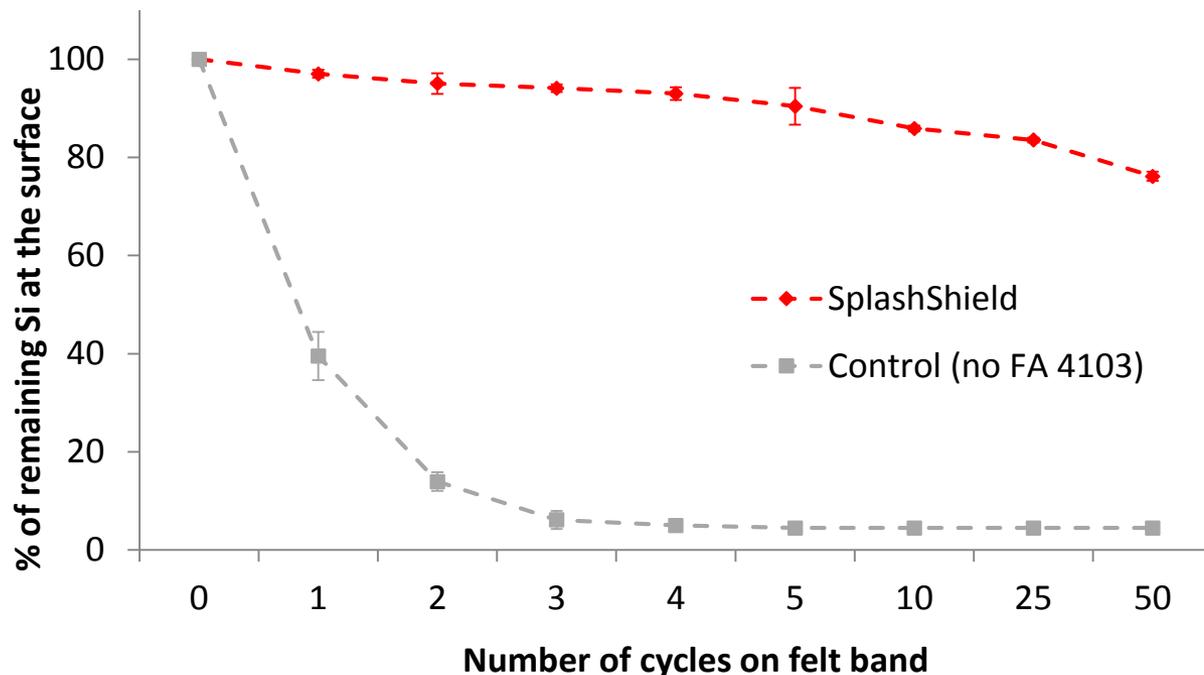
The product is coated on collagen, dried and exposed to carbon black particles. The non-adherent fraction is removed by gravity and remaining adherent fraction is evaluated visually.



Tested: SplashShield formulation with 10% **Dow Corning® FA 4103 Silicone Acrylate Emulsion** vs control coated on collagen (60 µm).

SplashShield – Long Lasting Performance

Film durability testing



TEST PRINCIPLE:

Resistance to rub-off of a film coated on Vitro-Skin®
Resistance measured by XRF after friction cycles using washability tester/felt band.

Higher % value indicates greater resistance to rub-off.

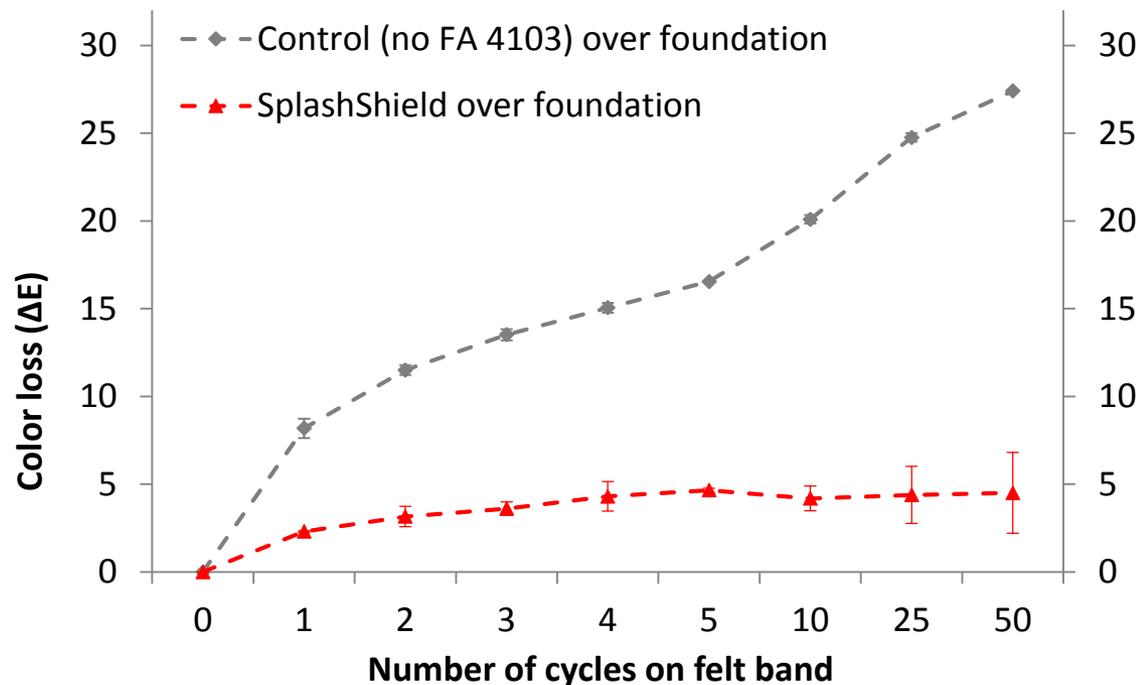


Tested: SplashShield compared to control coated on Vitro-Skin® (50 µm).

Adding 10% **Dow Corning® FA 4103 Silicone Acrylate Emulsion** leads to increased rub-off resistance.

SplashShield – Make-up Fixation Performance

Film durability testing



TEST PRINCIPLE:

Evaluates resistance to rub-off of a foundation coated on a skin-mimicking substrate. Color resistance is measured by colorimetry after friction cycles on a felt band.

Lower ΔE value indicates greater color resistance to rub-off.



Tested: Foundation (25 μ m) and SplashShield compared to control (50 μ m) coated on Vitro-Skin[®]

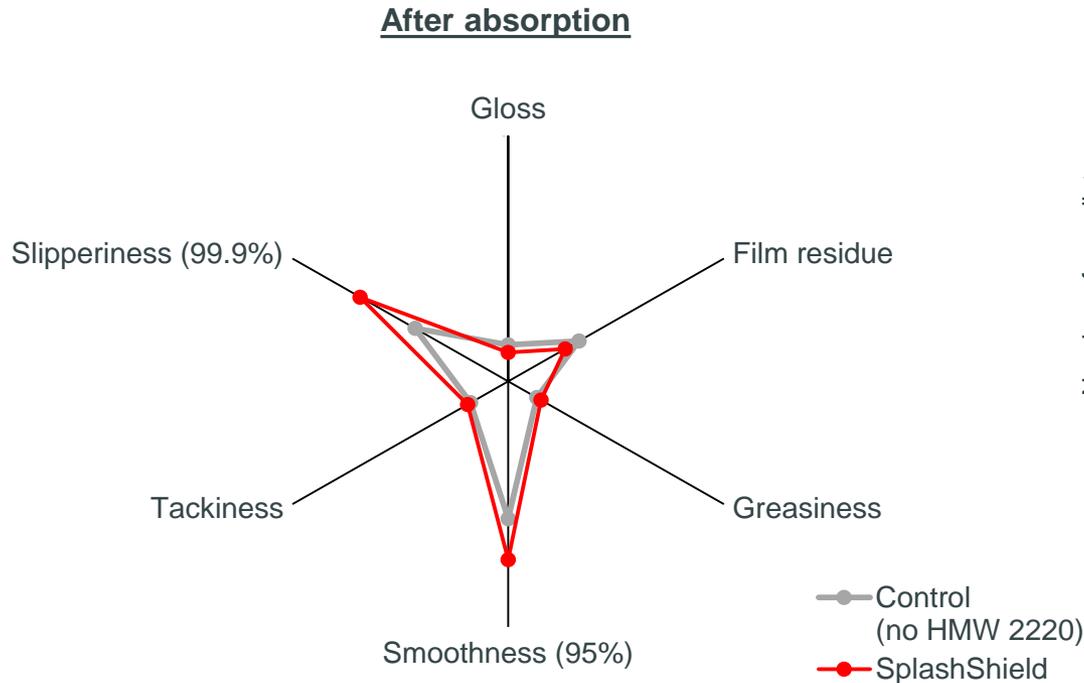
Adding 10% **Dow Corning[®] FA 4103 Silicone Acrylate Emulsion** leads to increased rub-off resistance of a pre-applied foundation.

Pollution protection + Make-up fixation

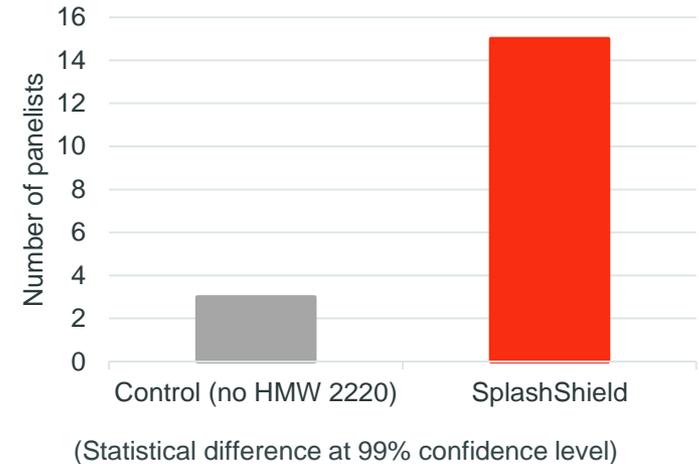


SplashShield – Performance

Sensory evaluation



Perception of Moisturization



Dow Corning® HMW 2220 Non-Ionic Emulsion provides a smoother and more slippery feel, and perception of moisturization compared to control.



— Pocket Ally – Powder Deodorant



SIMPLE

A discrete deodorizing powder to keep with you at all times...no stress here!

Attributes

- Sweat control
- Sebum absorption
- Smooth and powdery feel
- Easy to use
- Only 4 ingredients
- Contains antiperspirant salts

Featured Products

Dow Corning[®] 9701 Cosmetic Powder adds a pleasant silky powdery touch and reduces tackiness and greasiness while absorbing sebum.

Dow Corning[®] VM-2270 Aerogel Fine Particles is an excellent sebum absorbent.

SIMPLE

Pocket Ally – Powder Deodorant



CPF 2407

SIMPLE

Phase	Trade Name / Supplier	INCI Name	Wt. %
A	Dow Corning® VM-2270 Aerogel Fine Particles	Silica Silylate	5
	Dow Corning® 9701 Cosmetic Powder	Dimethicone/Vinyl Dimethicone Crosspolymer (and) Silica	7.5
	Luzenac Pharma UM / Imerys Talc	Talc	62.5
	Reach 301 / Summit Research Labs	Aluminum Sesquichlorohydrate	25



PLAY

being ready for action

SPort Fun – Color Corrector Protector



PLAY

This high-SPF protector is not only light to the touch but can also help you look good, too!

Attributes

- SPF 50 (in-vitro)
- UVA protection
- Light feel
- Non-tacky and non-greasy
- Transforming color
- Light coverage
- Long lasting
- Sebum absorption
- Contains active against IR/blue light

Featured Products

SunSpheres™ PGL SPF Booster for excellent UVA/UVB protection with both organic and inorganic filters is an easy to use emulsion.

Dow Corning® ES-5300 Formulation Aid is a highly flexible W/O emulsifier providing light sensory.

Dow Corning® EL-9241 Silicone Elastomer Blend confers a dry smooth feel.

Dow Corning® MQ-1600 Solid Resin film-forming properties confers long-lasting benefits.

Dow Corning® VM-2270 Aerogel Fine Particles is an excellent sebum absorbent.

Dow Corning® FZ-3196, a less greasy, moderate volatility solvent, brings a unique light and silky smooth feel, excellent spreadability.

Propylene Glycol USP/EP, a high purity humectant aiding stability and preventing drying.



PLAY

SPort Fun – Color Corrector Protector



CPF 2408

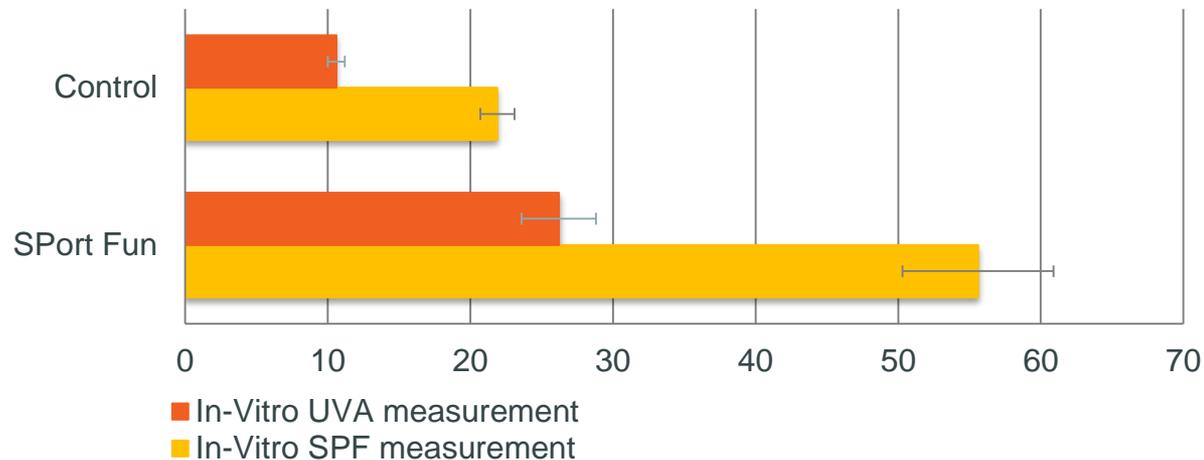
PLAY

Phase	Trade Name / Supplier	INCI Name	Wt. %
A	Neo Heliopan® AV / Symrise	Ethylhexyl Methoxycinnamate	7.5
	Neo Heliopan® 357 / Symrise	Butyl Methoxydibenzoylmethane	3
B	Dow Corning® FZ-3196	Caprylyl Methicone	3
	Dow Corning® MQ-1600 Solid Resin	Trimethylsiloxysilicate	3
C	Dow Corning® ES-5300 Formulation Aid	Lauryl PEG-10 Tris(Trimethylsiloxy)silylethyl Dimethicone	3
	Crodamol™ AB / Croda	C12-15 Alkyl Benzoate	7
	Arlamol™ HD / Croda	Isohexadecane	2
	DUB ININ / Stearinerie Dubois Fils	Isononyl isonanoate	3
	Dow Corning® EL-9241 Silicone Elastomer Blend	Dimethicone (and) Dimethicone Crosspolymer	4
	Dow Corning® VM-2270 Aerogel Fine Particles	Silica Silylate	0.5
D	Bentone® 38 V / Elementis Specialties	Disteardimonium Hectorite	0.3
	Water	Water	27.9
	Sodium chloride	Sodium chloride	0.5
	Sodium citrate	Sodium citrate	0.2
	Triethanolamine (85%)	Triethanolamine	2.5
	Neo Heliopan® Hydro / Symrise	Phenylbenzimidazole Sulfonic Acid	3
E	Soliberine® / Greentech	Water (and) propylene glycol (and) Buddleja Officinalis Extract	0.5
	Propylene Glycol USP/EP / The Dow Chemical Company	Propylene glycol	5
	SunSpheres™ PGL SPF Booster / The Dow Chemical Company	Styrene/Acrylates Copolymer	19.6
F	Euxyl® PE 9010 / Schülke & Mayr	Phenoxyethanol (and) Ethylhexylglycerin	1
G	Solaro 188946D / Firmenich	Perfume	0.5
	Cameleon™ Red / Tagra Biotechnologies	C.I. 77491 (and) Titanium Dioxide (and) Acrylates/Ammonium Methacrylate Copolymer (and) Cellulose Acetate (and) Magnesium Stearate (and) Propylene Glycol Stearate	0.9
	Cameleon™ Yellow / Tagra Biotechnologies	C.I. 77492 (and) Titanium Dioxide (and) Acrylates/Ammonium Methacrylate Copolymer (and) Cellulose Acetate (and) Magnesium Stearate (and) Propylene Glycol Stearate	1.7
	Cameleon™ Black / Tagra Biotechnologies	C.I. 77499 (and) Titanium Dioxide (and) Acrylates/Ammonium Methacrylate Copolymer (and) Cellulose Acetate (and) Magnesium Stearate (and) Propylene Glycol Stearate	0.4

SPort Fun – Performance

In-Vitro Sun Protection Factor (SPF) testing

Formulation	In-Vitro SPF	In-Vitro UVA
Control (water)	21.9	10.6
SPort Fun (19.6% - 5% active SunSpheres PGL SPF Booster)	55.6	26.2



SunSpheres™ PGL SPF Booster significantly enhances SPF and UVA protection.

Hairspring – Clear Emulsion Gel

PLAY

PLAY

Sport-ready hair that plays as hard as you do

Attributes

- Pomade “ringing” gel
- Natural styling
- Long lasting styling
- Frizz control
- Curl definition
- Curl retention
- Sun protection (not tested)

Featured Products

Dow Corning[®] 3901 Liquid Satin Blend provides frizz control and improves curls.

ACUDYNE[™] 1000 Hair Styling Polymer is a dual phase polymer which delivers all day hold for hair styling with excellent humidity resistance.

VERSENE[™] Na2 Crystals is a chelating agent.

Hairspring – Clear Emulsion Gel



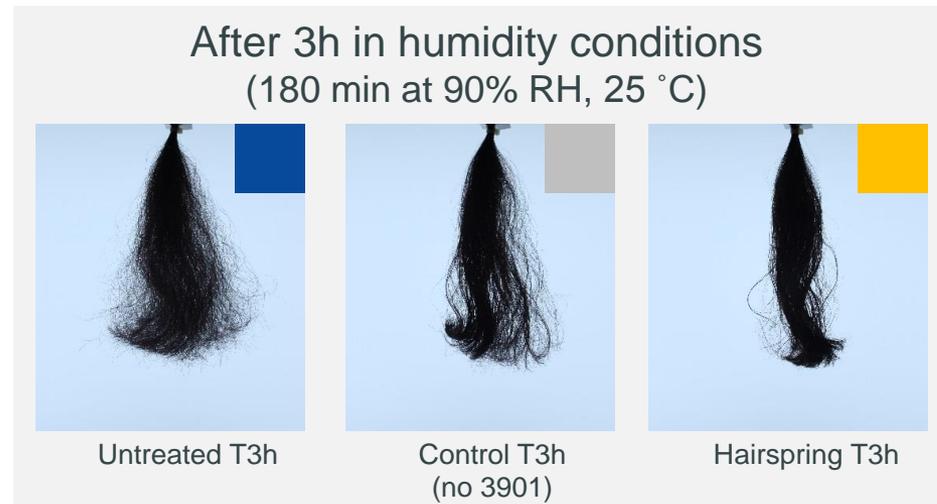
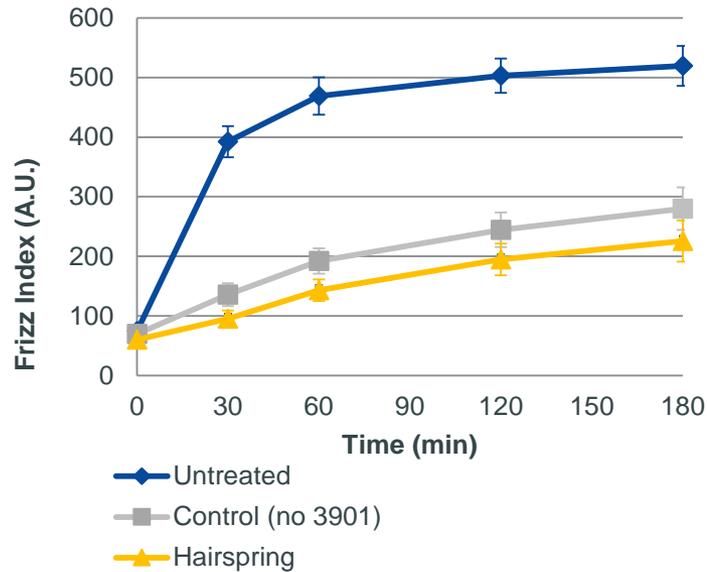
CPF 2409

PLAY

Phase	Trade Name / Supplier	INCI Name	Wt. %
A	Dow Corning® 3901 Liquid Satin Blend	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	5
	Arlamol™ HD / Croda	Isohexadecane	7
B	Cetiol® HE	PEG-7 Glyceryl Cocoate	10
	Kiwi Fizz 246214G / Firmenich	Perfume	0.5
	Hostacerin T 200P / Clariant	Ceteareth-20	25
	Uvinul® MC80 / BASF Corporation	Ethylhexyl Methoxycinnamate	2
C	Water	Water	32.4
	ACUDYNE™ 1000 Hair Styling Polymer / The Dow Chemical Company	Acrylates/Hydroxyesters Acrylates Copolymer	1
	VERSENE™ Na2 Crystals Chelating Agent / The Dow Chemical Company	Disodium EDTA	0.1
	Triethanolamine (85%)	Triethanolamine	1
	Glycerin	Glycerin	15
	Euxyl® PE 9010 / Schülke & Mayr	Phenoxyethanol (and) Ethylhexylglycerin	1
	Unicert Blue 05601-J / Sensient Cosmetic Technologies	Blue 1 – C.I. 42090 (0.1% in water)	q.s.

Hairspring – Performance

Frizz control testing

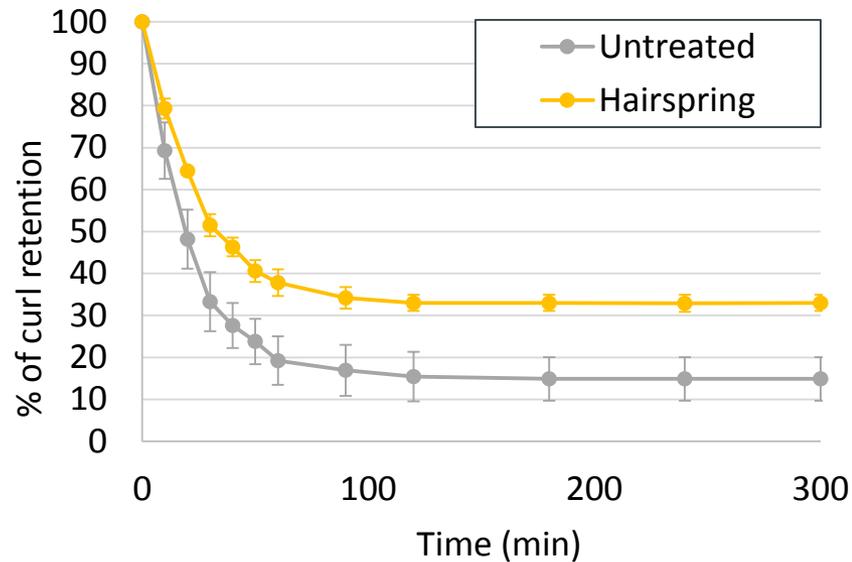


Dow Corning® 3901 Liquid Satin Blend enables frizz control without greasy look.



Hairspring – Performance

Curl retention and definition testing



Hairspring improves curl retention and curl definition.

After 5h in humidity conditions
(300 min at 80% RH, 25 °C)



Untreated



Hairspring

Browmania – Eyebrow Gel Cream

PLAY

Adventures all day and night with this buildable brow gel...no flaking here!

Attributes

- Long lasting
- Comfortable to wear
- Non transfer
- Easy to apply
- Easy to remove
- Water resistant
- Tailored brow definition

Featured Products

Dow Corning[®] FA 4004 ID Silicone Acrylate forms a long lasting and flexible film.

Dow Corning[®] 3901 Liquid Satin Blend provides easy spreading and more slipperiness.

Dow Corning[®] SW-8005 C30 Resin Wax is used to build viscosity. It is compatible with a large variety of waxes, esters, organic oils and fragrances.

Dow Corning[®] 2503 Cosmetic Wax is a silicone wax melting at the temperature of the skin.

Dow Corning[®] FZ-3196, a less greasy, moderate volatility solvent, brings a unique light and silky smooth feel, excellent spreadability.

Dow Corning[®] VM-2270 Aerogel Fine Particles helps stabilize formulations thanks to its oil thickening property.

XIAMETER[®] PMX-200 Silicone Fluid 2CS is a volatile silicone emollient providing superior spreadability.

Browmania – Eyebrow Gel Cream



CPF 2410

Phase	Trade Name / Supplier	INCI Name	Wt. %
A	Dow Corning® SW 8005 C30 Resin Wax	C30-45 Alkyldimethylsilyl Polypropylsilsesquioxane	4
	Cerabeil White / Baerlocher	Beeswax	4
	Cerauba T1 / Baerlocher	Carbauna wax	4
	Dow Corning® 2503 Cosmetic Wax	Stearyl Dimethicone	3
B	Dow Corning® FZ-3196	Caprylyl Methicone	11.9
	Unipure black LC 989 HLC / Sensient Cosmetic Technologies	C.I. 77499 (and) Hydrogenated Lecithin	7.1
	Unipure Red LC 381 HLC / Sensient Cosmetic Technologies	C.I. 77491 (and) Hydrogenated Lecithin	4.4
	Unipure White LC 981 HLC / Sensient Cosmetic Technologies	C.I. 77891 (and) Hydrogenated Lecithin	6.1
	Dow Corning® VM-2270 Aerogel Fine Particles	Silica Silylate	0.5
C	Dow Corning® 3901 Liquid Satin Blend	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	5
	XIAMETER® PMX-200 Fluid 2CS	Dimethicone	12.5
D	Submica M / Sensient Cosmetic Technologies	Mica	15
E	Creasil® ID CG / The Innovation Company®	Isododecane	10
F	Dow Corning® FA 4004 ID Silicone Acrylate	Isododecane (and) Acrylates/Polytrimethylsiloxymethacrylate Copolymer	12.5



PLAY

Browmania – Long Lasting Performance

Before rub-off testing

Control

FA 4004 ID



After rub-off testing

Control

FA 4004 ID



Rub-off testing



Procedure: product was spread by the panelist using a stick (applied 3 times) and let dry for 15 minutes. A sponge was applied on forearm and the panelist rubbed 3 times by applying medium pressure.

Control

FA 4004 ID



Cleaning with
Wave Away
CPF 2414



Procedure: Wave Away formulation product applied and spread by the panelist. A final rub-off was done with tissue to remove excess of formulation.

Dow Corning® FA 4004 ID Silicone Acrylate provides long lasting benefit.
Browmania can be easily removed.



FOODOLOGY

enjoying super foods and traditions

Ice Chai – Eye Cream



FOODOLOGY

Relax with this traditional home recipe that cools and helps to lift the stress away

Attributes

- Cold treatment
- Tightening sensation
- Lasting tightening effect
- Easy removable film
- Jelly texture

Featured Products

ACULYN™ 28 Rheology Modifier provides a jelly texture with excellent spreading properties.

Dow Corning® FA 4002 ID Silicone Acrylate is a film former which provides tightening sensation.

Dow Corning® PF-9510 Silicone Elastomer Suspension imparts silky feel and is easy to formulate.

XIAMETER® PMX-200 Silicone Fluid 2CS is a volatile silicone emollient providing superior spreadability.

NEOLONE™ PH 100 is a preservative for water- based systems.

FOODOLOGY





Ice Chai – Eye Cream

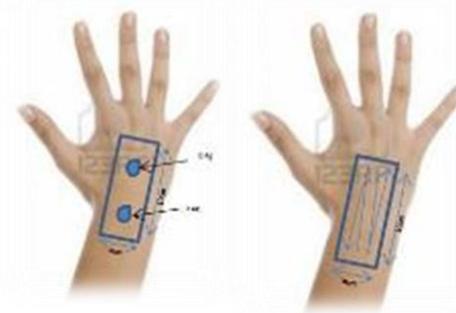
Phase	Trade Name / Supplier	INCI Name	Wt. %
A	Water	Water	69.1
	Zemea® / DuPont Tale & Lyle Bio Prod.	Propanediol	4
	ACULYN™ 28 Rheology Modifier / The Dow Chemical Company	Acrylates/Beheneth-25 Methacrylate Copolymer	5
	Tween™ 20 / Croda	Polysorbate 20	1
B	Hydrosynol™ DOI / Sytheon	Isosorbide Dicaprylate	2
	Dow Corning® FA 4002 ID Silicone Acrylate	Isododecane (and) Acrylates/Polytrimethylsiloxymethacrylate Copolymer	7
	XIAMETER® PMX-200 Fluid 2CS	Dimethicone	5
	Dow Corning® PF-9510 Silicone Elastomer Suspension	Dimethicone/VinylDimethicone Crosspolymer (and) C12-14 Pareth-12	3
C	Keltrol® CG-SFT / CP Kelco	Xanthan gum	0.2
	Glycerin	Glycerin	1
D	NEOLONE™ PH 100 Preservative / The Dow Chemical Company	Phenoxyethanol	0.83
	Hydrolite® 8 / Symrise	Caprylyl Glycol	0.67
E	Chai Tea Fragrance / Orchidia	Perfume	1
F	Caramel Color / Spectrum Chemical	Caramel Color	0.2
G	Triethanolamine (85%)	Triethanolamine	q.s.



Ice Chai – Performance

Tightening sensation evaluation

Assessment versus control (water instead of FA 4002 ID) (Statistical differences)		FA 4002 ID 7%
Tightening Evaluation	<u>Instant Tightening</u> (1 movement)	Yes (99%)
	<u>Lasting Tightening</u> (several movements)	Yes (99%)



Dow Corning® FA 4002 ID Silicone Acrylate provides instant and long lasting tightening at both cold and room temperature.



Do not apply foundation or day cream over the application zone. Powder make-up can be used.



Buzzing Smoothie – Hair Booster Leave-in Conditioner



FOODOLOGY

A recipe for hair boosting...even after 10 washes...when did you last go to the salon?

Attributes

- Restores hair hydrophobicity
- Long lasting hydrophobicity
- Shine
- Reduces hair friction
- Light playful rheology



Featured Products

Dow Corning[®] CE-7081 Smart Style provides long lasting hair hydrophobicity and improves hair conditioning by reducing hair friction.

Dow Corning[®] 3901 Liquid Satin Blend provides easy spreading with unique rheology for shine increase and hair friction reduction.

Dow Corning[®] 556 Cosmetic Grade Fluid provides shine to hair.

Dow Corning[®] ES-5300 Formulation Aid is a highly flexible W/O emulsifier which provides low viscosity emulsion with a light sensory feel.

Dow Corning[®] 5200 Formulation Aid is helping as co-emulsifier.

Dow Corning[®] FZ-3196 brings a unique light, silky smooth feel and excellent spreadability.

XIAMETER[®] PMX-200 Silicone Fluid 2CS is a volatile emollient providing superior spreadability.

SoftCAT[™] SX-1300X Conditioning Polymer provides volume control and smooth look.



DOW CORNING

FOODOLOGY

Buzzing Smoothie – Hair Booster Leave-in Conditioner



CPF 2412

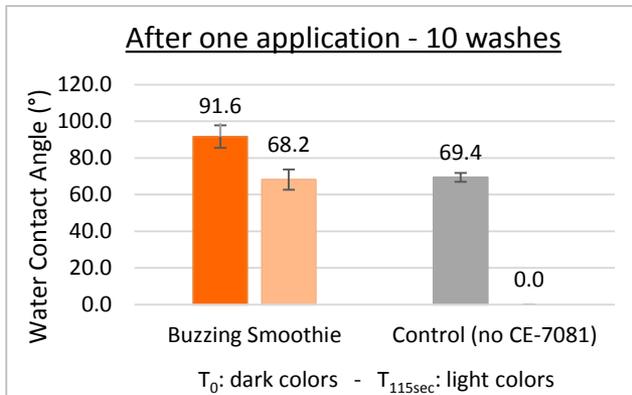
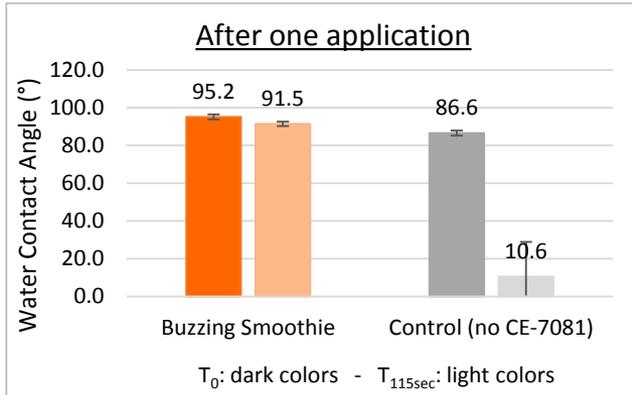
Phase	Trade Name / Supplier	INCI Name	Wt. %
A	Dow Corning® 3901 Liquid Satin Blend	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	3
	XIAMETER® PMX-200 Fluid 2CS	Dimethicone	7
B	Dow Corning® 556 Cosmetic Grade Fluid	Phenyl Trimethicone	2
	Dow Corning® FZ-3196	Caprylyl Methicone	3
	Honey Oily Extract / Greentech	Caprylic/Capric Triglyceride (and) Honey Extract	0.5
	Vitaoils Nutri / Provital Group	Helianthus Annuus Seed Oil (and) Macadamia Ternifolia Seed Oil (and) Chenopodium Quinoa Seed Extract (and) Cocos Nucifera Oil (and) Gardenia Tahitensis Flower Extract	0.5
	Coconut Oil refined / Spectrum Chemical	Coconut Oil	0.5
	Dow Corning® ES-5300 Formulation Aid	Lauryl PEG-10 Tris(Trimethylsiloxy)silylethyl Dimethicone	2
	Dow Corning® 5200 Formulation Aid	Lauryl PEG/PPG-18/18 Methicone	0.5
	Cetiol® SB 45 / BASF Corporation	Butyrospermum Parkii (Shea) Butter	0.5
	Plantasens Olive Squalane / Clariant	Squalane	0.5
C	Water	Water	74.05
	Sodium chloride	Sodium chloride	1
	SoftCAT™ SX-1300X Conditioning Polymer / The Dow Chemical Company	Polyquaternium-67	0.15
	Original Kiwi Extract / Gattefosé S.A.	Actinidia Chinensis (Kiwi) Fruit Water	0.2
D	Euxyl® PE 9010 / Schülke & Mayr	Phenoxyethanol (and) Ethylhexylglycerin	1
	Dow Corning® CE-7081 Smart Style	Silicone Quaternium-16 / Glycidoxy Dimethicone Crosspolymer (and) Undeceth-11 (and) Undeceth-5	3
	Hydrotriticum™ 2000 PE / Croda	Water (and) Hydrolyzed Wheat Protein	0.1
	Coconut milk fragrance / Orchidia	Perfume	0.5
	Unicert Yellow 08005-J / Sensient Cosmetic Technologies	C.I. 19140 (1% water solution)	q.s.
E	Citric acid (25% sol.)	Citric acid	q.s.



Buzzing Smoothie – Performance

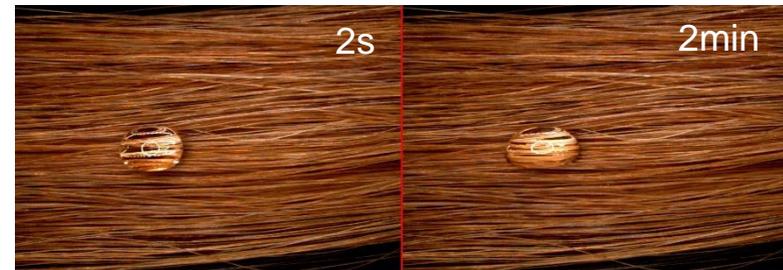
Hair hydrophobicity assessment (Contact angle – water repellency)

Goniometer



Stereomicroscope

Buzzing Smoothie



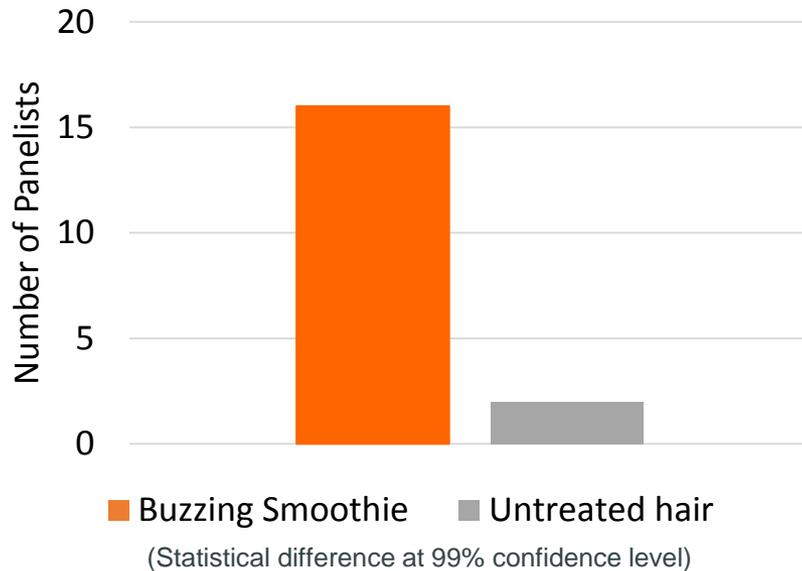
Control (no CE-7081)



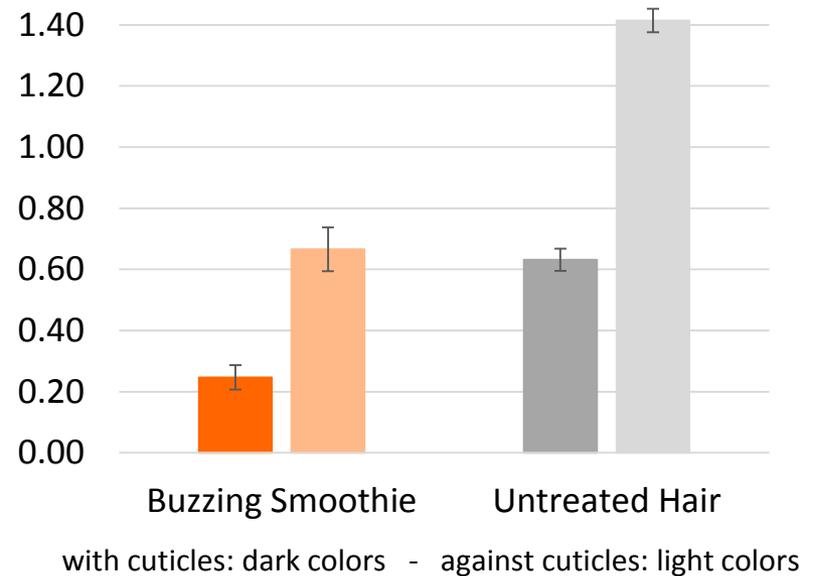
Dow Corning® CE-7081 Smart Style allows restoring hair hydrophobicity.

Buzzing Smoothie – Performance

Shine evaluation
Sensory test



Conditioning evaluation
Friction test
(coefficient of friction)



Buzzing Smoothie improves shine and reduces hair friction.



MEMORIES

capturing moments, experiences, journeys

Froggy-Licious – Lipstick



MEMORIES

SURPRISE...it's not only fun, it's long lasting and gives nourishing sensation.

Attributes

- Long lasting
- Non transfer
- Comfortable to wear
- Smooth sensory
- Transforming color
- Perceived nourishment
- Easy to apply

Featured Products

Dow Corning® 680 ID Fluid is a flexible film-former providing long-lasting wear and transfer resistance with high comfort.

Dow Corning® 9576 Smooth Away Elastomer provides a smooth feel and gives a nourishment sensation on the lips.

Dow Corning® SW-8005 C30 Resin Wax is used to build viscosity. It is compatible with a large variety of waxes, esters, organic oils and fragrances.

Dow Corning® FZ-3196, a less greasy, moderate volatility solvent, brings a unique light and silky smooth feel, excellent spreadability.

MEMORIES



Froggy-Licious – Lipstick

Phase	Trade Name / Supplier	INCI Name	Wt. %
A	Cerabeil White No1 / Baerlocher	Beeswax	5.5
	Cerauba T1 / Baerlocher	Carnauba wax	3
	Cerilla Raffinée / Baerlocher	Candelilla wax	6.5
	Kahlwax 1899 / Kahl	Ozokerite	4
	Dow Corning® SW 8005 C30 Resin Wax	C30-45 Alkyldimethylsilyl Polypropylsilsesquioxane	4
	Kahlwax 2803 / Kahl	Polyethylene	3
B	Lameform® TGI / BASF Corporation	Polyglyceryl-3 Diisostearate	0.5
	Cosmacol® OE / Sasol	Dicaprylyl Ether	5
	Eutanol® G / BASF Corporation	Octyldodecanol	12.5
	Dow Corning® FZ-3196	Caprylyl Methicone	9
	Crodamol™ IPM / Croda	Isopropyl Myristate	9.48
	Crodamol™ PTIS / Croda	Pentaerythrityl tetraisostearate	4
	Crodamol™ ISIS / Croda	Isostearyl isostearate	5
	Crodamol™ GTIS/ Croda	Triisostearin	1.47
	Dow Corning® 9576 Smooth Away Elastomer	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer (and) Dimethicone Crosspolymer (and) Beeswax (and) Silica (and) Silica Silylate	15
C	Eutanol® G / BASF Corporation	Octyldodecanol	4
	38001 D&C Red / Univar Colour	C.I. 45410	1
	90117 Cogilor Turquoise / Univar Colour	C.I. 42090	0.4
	90116 Cogilor Citrine / Univar Colour	C.I. 19140	0.6
	DI-alpha-Tocopheryl Acetate / DSM Nutrition Products	Tocopheryl Acetate	0.05
D	Dow Corning® 680 ID Fluid	Polypropylsilsesquioxane (and) Isododecane	6

Froggy-Licious – Performance



Color change by applying and spreading on lips



No product

Froggy-Licious (after application)



Froggy-Licious (after 30 min)

Froggy-Licious (after 2h)



Froggy-Licious (before lunch)

Froggy-Licious (after lunch)

Froggy-Licious color intensity increases over time with long lasting benefit.



Wave Away – Facial Cleanser



MEMORIES

Take away the daily grimes with ease using a wax-to-oil cleanser

Attributes

- Make-up remover
- Transforming texture
- Melting texture
- Perceived moisturization
- Anhydrous formulation

Featured Products

Dow Corning[®] 2503 Cosmetic Wax is a silicone wax melting at the temperature of the skin.

Dow Corning[®] FZ-3196, a less greasy, moderate volatility solvent, brings a unique light and silky smooth feel, excellent spreadability.

MEMORIES



Wave Away – Facial Cleanser



CPF 2414

Phase	Trade Name / Supplier	INCI Name	Wt. %
A	Klearol / Sonneborn LCC Refined Products	Mineral Oil	32.7
	Ionol CP / Univar	BHT	0.1
	Nikkol CIO / Nikko Chemicals Co., Ltd.	Cetyl Ethylhexanoate	20
	Nikkol TGI-20 / Nikko Chemicals Co., Ltd.	PEG-20 Glyceryl Triisostearate	12
	Nikkol MYL-10 / Nikko Chemicals Co., Ltd.	PEG-10 Laurate	5
	Dow Corning[®] 2503 Cosmetic Wax	Stearyl Dimethicone	5
	Kahlwax 7791 / Kahl	Polyethylene	4
	D&C GREEN N° 6 K7016 / Sensient Cosmetic Technologies	C.I. 61515 (0.1% in mineral oil)	0.5
B	Dow Corning[®] FZ-3196	Caprylyl Methicone	20
	Butylene Glycol / Univar	Butylene Glycol	0.2
	Light & Fresh 912297 / Symrise	Perfume	0.5

Wave Away – Performance



Use a spatula to pick-up formulation



Texture transition by spreading



Lipstick applied and dried for 2 min before applying Wave Away



Rub with finger for 8 cycles



Scrub with tissue

Wave Away delivers a transforming texture and can easily remove make-up.

Sleep not Sheep – Hair Sleeping Mask



MEMORIES

No fuss with this overnight conditioner...
no frizz, no residue...just sweet dreams

Attributes

- Frizz control
- Pillow safe
- Overnight conditioning
- Moisturized feel
- Shine
- Memory shape texture

Featured Products

Dow Corning[®] CB-3046 Fluid is used for frizz control and provides hair shine.

Dow Corning[®] HMW 2220 Non-Ionic Emulsion imparts a rich, smooth and moisturized feel.

ACULYN[™] 28 Rheology Modifier provides a memory shape texture with an excellent spreading for a light non sticky feel.

CELLOSIZE[™] QP 100MH Thickener is non-ionic water soluble thickener .

UCON[™] Fluid AP Emollient provides a soft feel, facilitates spreadability, reduces oiliness and greasiness.

VERSENE[™] Na2 Crystals is a chelating agent.

Propylene Glycol USP/EP, a high purity humectant aiding stability and preventing drying.

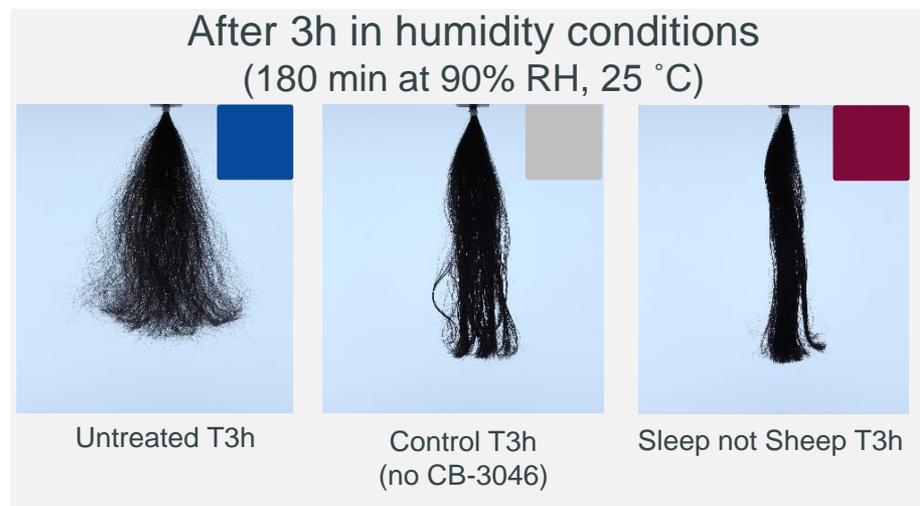
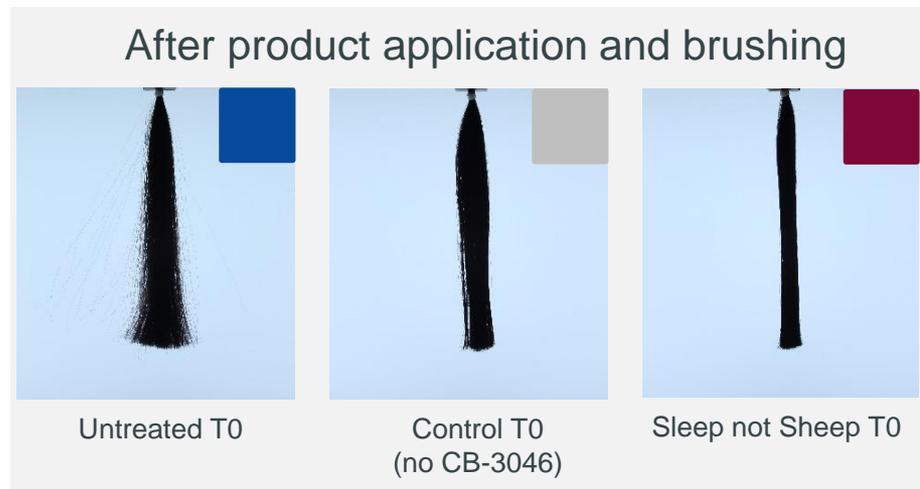
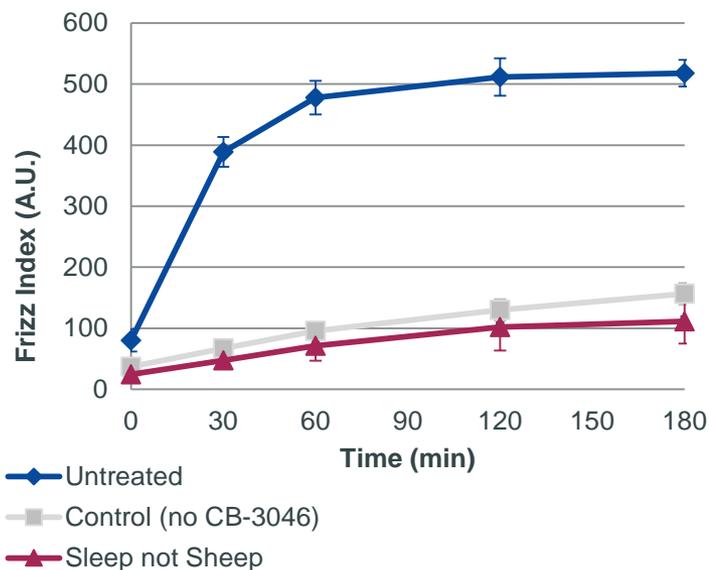


Sleep not Sheep – Hair Sleeping Mask

Phase	Trade Name / Supplier	INCI Name	Wt. %
A	Water	Water	77.35
	CELLOSIZETM QP 100 MH Thickener / The Dow Chemical Company	Hydroxyethylcellulose	0.1
	VERSENETM Na2 Crystals Chelating Agent / The Dow Chemical Company	Disodium EDTA	0.1
	ACULYNTM 28 Rheology Modifier / The Dow Chemical Company	Acrylates/Beheneth-25 Methacrylate Copolymer	2.25
	Propylene Glycol USP/EP / The Dow Chemical Company	Propylene Glycol	2
	Glycerin	Glycerin	1
	Euxyl® PE 9010 / Schülke & Mayr	Phenoxyethanol (and) Ethylhexylglycerin	1
	Triethanolamine (85%)	Triethanolamine	0.5
B	UCONTM Fluid AP Emollient / The Dow Chemical Company	PPG-14 Butyl Ether	2
	Crodamol™ GTCC / Croda	Caprilic Capric Triglyceride	2
	Chamomile Oil / Provital Group	Chamomilla Recutita Flower (and) Helianthus Annuus Seed Oil	2
	Crodamol™ IPP / Croda	Isopropyl Palmitate	2
	Dow Corning® CB-3046 Fluid	Dimethicone (and) Phenyl Trimethicone (and) Trimethylsiloxysilicate (and) Dimethiconol	5
C	Dow Corning® HMW 2220 Non-Ionic Emulsion	Divinyldimethicone/Dimethicone Copolymer and C12-13 Pareth-23 and C12-13 Pareth-3	2
D	Aromatic Chamomile Herbs Extract blend 27226 / Carrubba - Biesterfeld	Perfume	0.7

Sleep not Sheep – Performance

Frizz control testing



Dow Corning® CB-3046 Fluid enables frizz control without greasy look.



Sleep not Sheep – *In Vivo* Performance

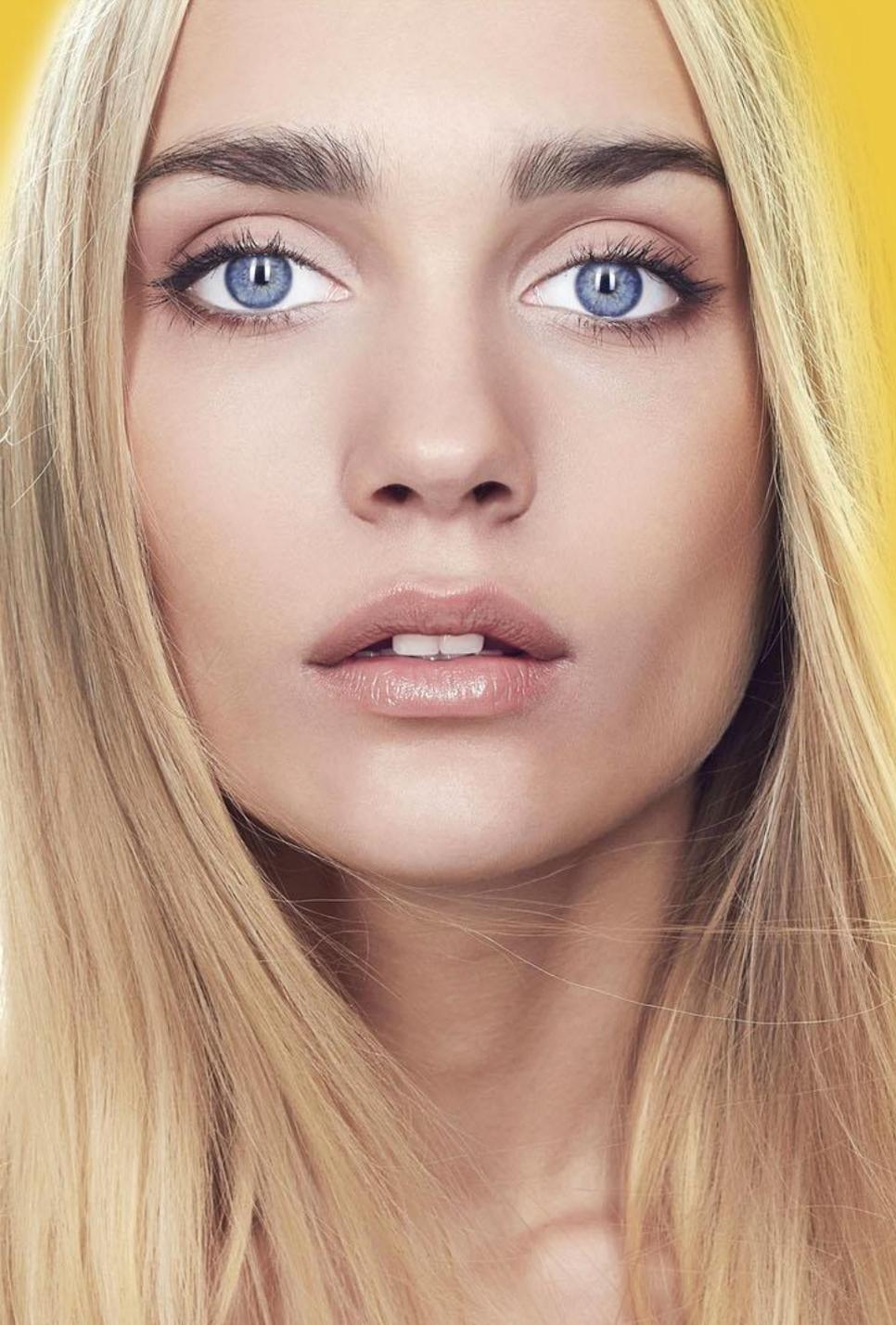


Untreated



Sleep not Sheep

Sleep not Sheep provides volume control and less frizz compared to untreated hair.



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TRENDS LAB identifies major trends that will drive tomorrow's consumer demand in beauty — and helps create innovative formulations that will help position your products to meet them.

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about TRENDS LAB,
contact Dow Corning at
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Thank You

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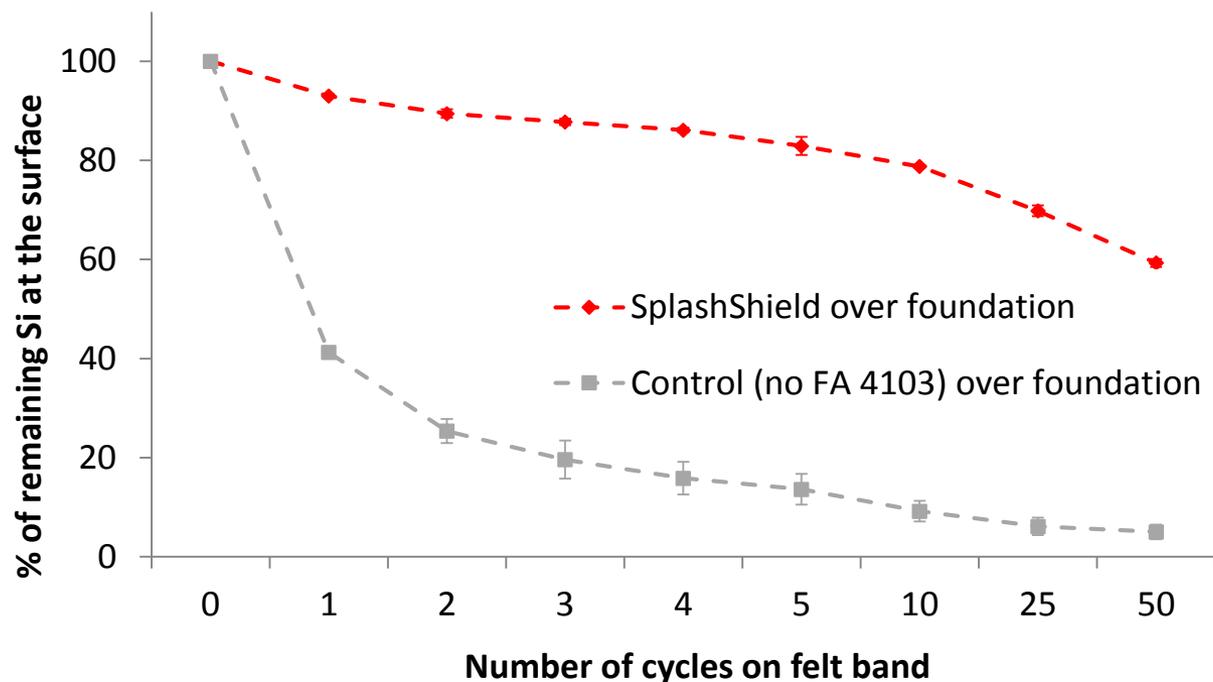
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Appendix



SplashShield – Make-up Fixation Performance

Film durability testing



Adding 10% **Dow Corning® FA 4103 Silicone Acrylate Emulsion** leads to increased rub-off resistance of a pre-applied foundation.

Pollution protection + Make-up fixation



TEST PRINCIPLE:

Resistance to rub-off of a film coated on Vitro-Skin®. Resistance measured by XRF after friction cycles using washability tester/felt band.

Higher % value indicates greater resistance to rub-off.



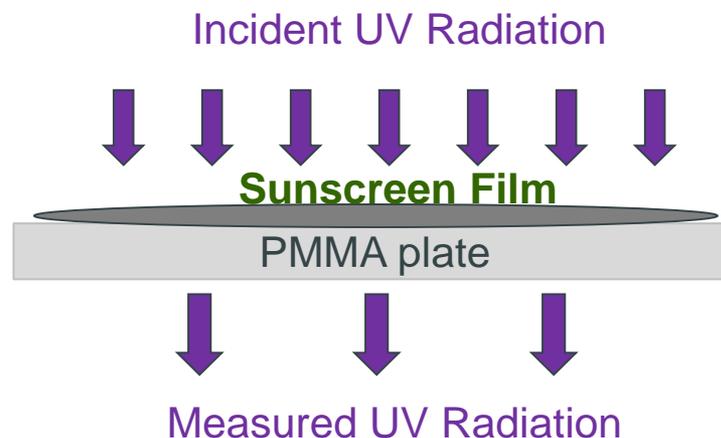
Tested: Foundation (25 µm) and SplashShield compared to control coated on Vitro-Skin® (50 µm).

In Vitro SPF/UVAPF – ISO 24443 Test Method

- Instrument: UV-Visible spectrophotometer - PerkinElmer Lambda 950 Ultraviolet Transmittance Analyzer (290-400 nm)
- Plates: Rough PMMA (6 μ m - HD6)
- Quantity applied :1,2-1,3 mg/cm²
- Drying time: 15 min at room temperature
- 3 PMMA plates per product to analyze, 6 measurements per plate
- Method validated in vivo by an external laboratory

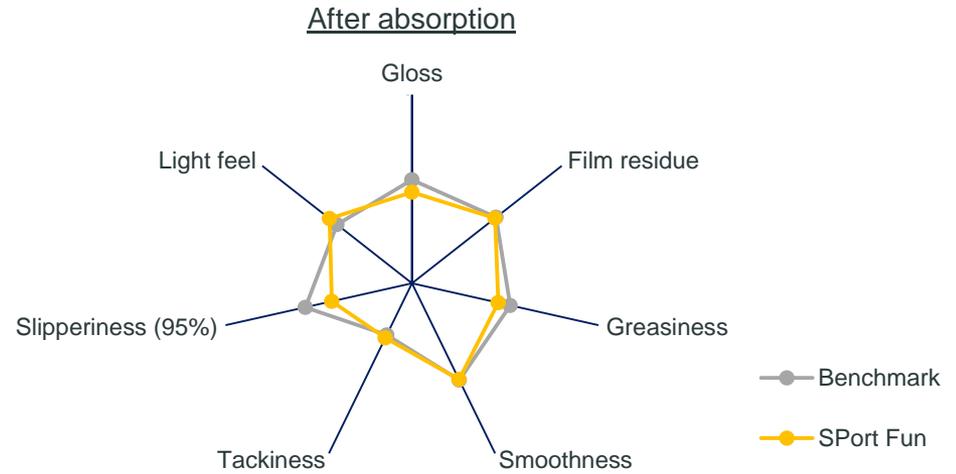
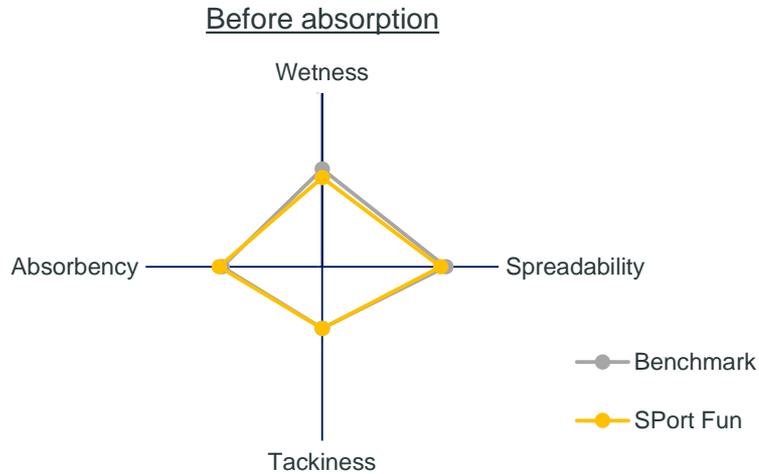


UV-Vis spectrophotometer



SPort Fun – Performance

Sensory evaluation



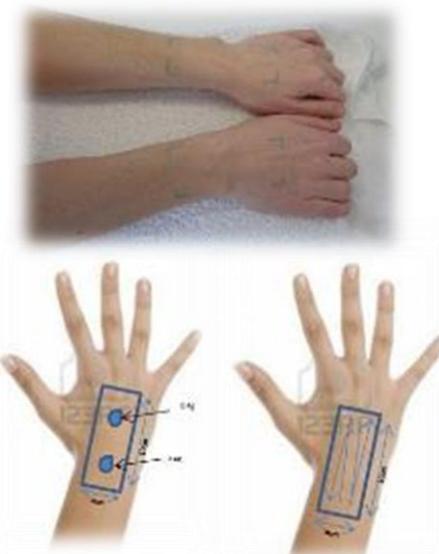
SPort Fun has same light feel sensation on skin compared to benchmark.

Tightening Sensation Evaluation

Paired comparison in vivo test method

- Apply product on wrists
- No movement allowed during 5 minutes resting on a flat surface during drying
- Slowly fold the wrist → record the **instant tightening** sensation
- Repeat above movement + several circular wrist movements → record the **lasting tightening** sensation
- Number of panelists: 18-24
- Paired comparison used for other sensory parameters using forearm

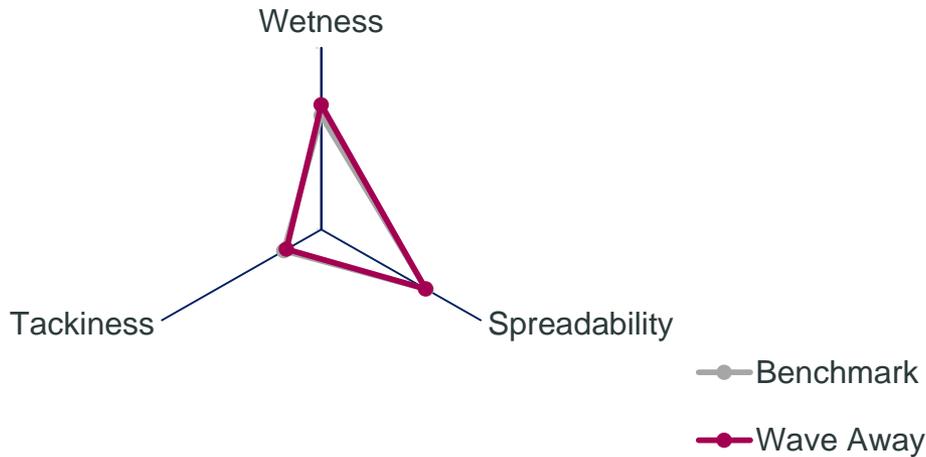
Assessment versus control (water instead of FA 4002 ID) (Statistical differences)		FA 4002 ID 7%
Tightening Evaluation	Instant Tightening	Yes (99%)
	Lasting Tightening	Yes (99%)



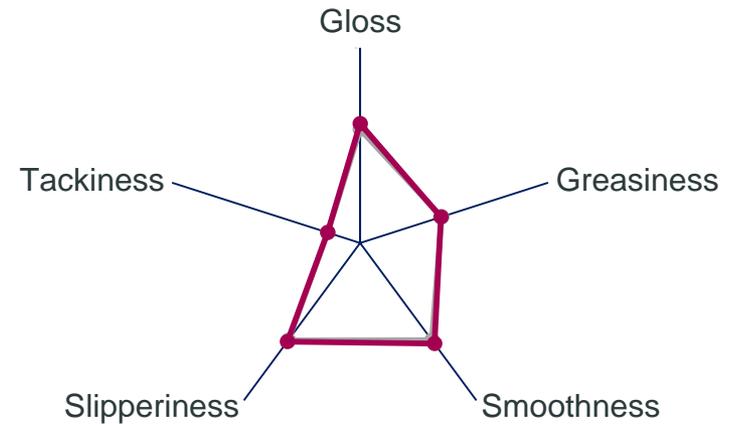
Wave Away – Performance

Sensory evaluation

Before absorption



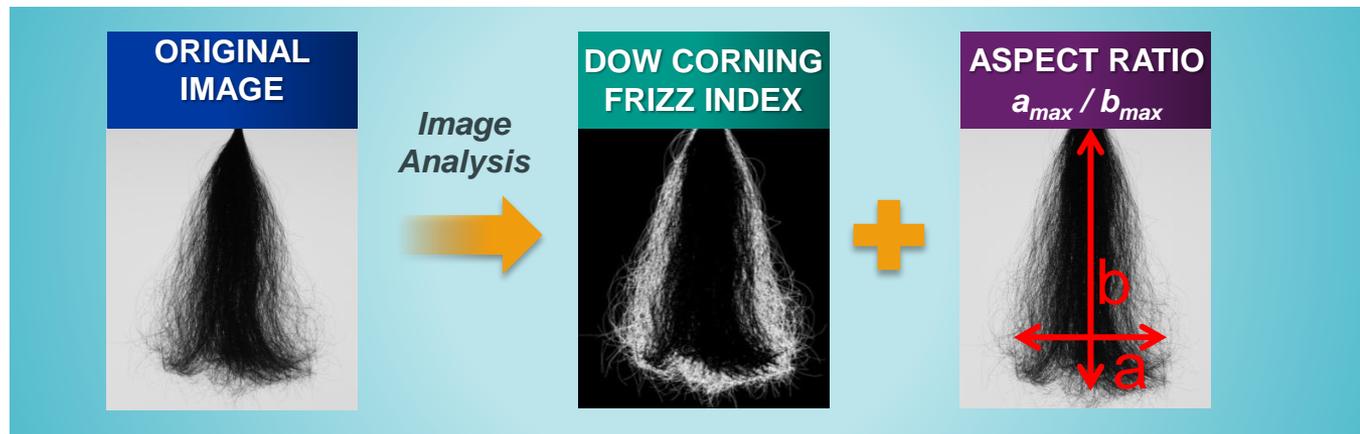
After absorption



● **Wave Away** has a very similar sensory profile compared to benchmark.

Frizz Control method - The Dow Corning Frizz Index (F.I.)

Method quantifies frizz independent of hair volume/shape



- Naturally frizzy hair (Caucasian, Brazilian, Mulatto)
- Humidity chamber (80 or 90% RH, 25°C)
- Control stage for precise image analysis

Procedure: Prewash hair, apply product, blow dry, straighten with hot plates, take initial picture and place in humidity chamber. Pictures taken at specified intervals to monitor the evolution of tress appearance over time.