

Dow Corning News

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Dow Corning Showcases Advanced, Trends-Driven Beauty Care Formulation Concepts and Ingredients at NYSCC Suppliers' Day 2016

Edison, N.J. – Dow Corning, a global leader in silicones, silicon-based technology and innovation, is unveiling here today at New York Society of Cosmetic Chemists (NYSCC) Suppliers' Day 2016 an industry-leading line-up of innovative formulation concepts and advanced ingredients to help customers stay ahead of the latest global beauty care trends. At booth #1021, the company is spotlighting Trends Lab 2016, its newest collection of skin and hair care formulation concepts that reflect up-and-coming consumer desires. Dow Corning is also showcasing new *Dow Corning*® FA 4003 DM Silicone Acrylate, the first of a new series of film formers to be launched this year; and for hair care, new ProtecTRESS heat protection solutions and the company's FastTrack to Dry program.

Titled "Be Brave, Be Happy," the fourth annual edition of Dow Corning's Trends Lab focuses on the importance of achieving wellbeing and having fun. Trends Lab 2016 formulation concepts and new silicone-based beauty care ingredients underscore Dow Corning's emphasis on trends-driven innovation and helping customers meet the latest consumer demands.

“Our highly successful Trends Lab program combines intensive research of consumer preferences with practical formulation guidance from our application and technical experts,” said Verna Talcott, North America Regional Market Leader, Skin Care at Dow Corning. “Dow Corning gathers local insights into beauty care trends from across the globe, analyzes them and shares the results to help our customers and brand owners anticipate changes in consumer lifestyles, desires and needs.”

Top Trends for 2016

At the NYSCC event, Dow Corning is presenting nine formulation concepts for skin care and hair care that address four important trends identified and defined by the company:

1. **Healthy** – Reflects the global trend that health is the basis of beauty. Formulations supporting this trend include OO One Oil, a very lightweight oil that can be used on hair and skin to provide nourishment and reduce frizz. This multifunctional, dual-application oil can be tailored for individual needs and seasonal changes. It features award-winning *Dow Corning*[®] 3901 Liquid Satin Blend which provides an enhanced sensory profile. Another lightweight formulation, Fun’n’Sun, is a sprayable SPF lotion for daily use, features *Dow Corning*[®] FA 4002 ID Silicone Acrylate.
2. **Guilt Free** – Highlights greater acceptance of the ageing process for skin and hair. Addressing this trend, Dow Corning offers Love your Gray, a hair yogurt featuring *Dow Corning*[®] CE-8411 Smooth Plus Emulsion. This lightweight, creamy, leave-in conditioner improves suppleness and provides moisture, especially for gray hair. No Shame Night Mask is a luxury facial mask that moisturizes and supplies an immediate feeling of nourishment. The formulation features *Dow Corning*[®] EL-7040 Hydro Elastomer Blend to impart a fresh, powdery feel on the skin.

3. **Unconventional** – Showcases consumer demands for a modern twist on traditional products. A black moisturizer cream that can brighten skin, this visually and sensually surprising formulation named “Why Not?” features award-winning *Dow Corning* 3901 Liquid Satin Blend for skin care. A unique approach to eye shadow is provided by I-centric, which is not only ultra shiny, but also applies easily and does not flake or rub off. This formulation features a flexible film former, *Dow Corning*[®] FC-5002 IDD Resin Gum, launched in August of last year.
4. **Experimental** – Emphasizes having fun and trying something new. Dow Corning is presenting three formulations supporting this trend. The first is Lightstrober, a highlighter for facial skin that adds a light but lasting shimmery look and contains the new *Dow Corning* FA 4003 DM Silicone Acrylate. Another product, Eau de Champagne, is a two-part facial cleansing treatment featuring *Dow Corning*[®] EP-9801 Hydro Cosmetic Powder that consumers can apply at home with a bowl of water. And finally, Let’s Plopp is a leave-in conditioner featuring *Dow Corning*[®] CE-7081 Smart Style that encourages natural curl while you sleep.

Dow Corning’s Trends Lab maps the yearly progression of consumer trends and lifestyle influences, from “Urban Beauty” in 2013 and “Life without Boundaries” in 2014 to “You are Unique” in 2015.

Silicone Film Formers: Advancing Beyond Long-Lasting Performance

Dow Corning FA 4003 DM Silicone Acrylate is the latest addition to Dow Corning’s fast-growing film former portfolio. Building on the long-lasting performance that is a hallmark of silicones, *Dow Corning* FA 4003 DM Silicone Acrylate also delivers improved flexibility and comfort, opening new possibilities for formulating a skin care or sun care product with long-lasting benefits.

Due to its extensive innovation in silicone film formers, Dow Corning plans to launch six new products by the end of 2016, giving customers greater choice and access to expanded formulation expertise.

Dial Up the Heat, Dial Back the Damage

Consumers often feel they must choose between perfect styling and a healthy head of hair. To avoid damage from heated styling tools, some consumers are ready to go heat-free, even knowing the styling result will be less smooth and defined. With Dow Corning's new ProtecTRESS solutions, they no longer have to make that compromise. Based on new test methods that more closely mimic actual consumer hair regimens, Dow Corning's silicone materials for heat protection have been shown to preserve hair's resistance to breakage after the application of heat (up to 98 percent improvement).

Shorten Hair Drying Time

In our fast-paced, hectic world, consumers want it all: to look good, feel good and get immediate results. Faster hair drying is part of that demand. Also, less blow drying equates to less heat damage.

The Dow Corning FastTrack to Dry program has demonstrated faster drying of several hair types with different types of silicones in rinse-off and leave-in conditioner applications, using consumer-relevant and quantifiable testing. Silicones' hydrophobic properties, which speed up removal of bulk water during dripping, blotting, air drying or blow drying, enable hair to be dried more quickly, saving consumers precious minutes. Up to 30 percent faster drying has been achieved with conditioners containing Dow Corning silicones.

All of these offerings are on display at Dow Corning's booth, and product experts are available to discuss how customers can use them to stay ahead of changing consumer demands. NYSCC Suppliers' Day 2016 is held May 10-11 at the New Jersey Convention and Exhibition Center in Edison, New Jersey.

About Beauty and Personal Care

Dow Corning's specialty silicone solutions help customers bring beauty to life in new and exciting ways by enabling the development of products that are unique and memorable, with an impact consumers can see and feel. Recent innovations range from a unique silicone branched polymer, *Dow Corning*[®] 3901 Liquid Satin Blend, that won gold at last year's in-cosmetics Functional Ingredient Award and was developed to meet the needs of modern consumers seeking new textures and experiences with products such as color cosmetics and BB, eye creams and men's after shaving balm – to *Dow Corning*[®] ES-5600 Silicone Glycol Emulsifier that won the 2014 SEPAWA award and was developed for multifunctional products such as BB, CC creams and high SPF foundations.

About Dow Corning

Dow Corning (dowcorning.com) provides performance-enhancing solutions to serve the diverse needs of more than 25,000 customers worldwide. A global leader in silicones, silicon-based technology and innovation, Dow Corning offers more than 7,000 products and services via the company's *Dow Corning*[®] and XIAMETER[®] brands. Dow Corning is equally owned by The Dow Chemical Company and Corning, Incorporated. More than half of Dow Corning's annual sales are outside the United States. Dow Corning's global operations adhere to the [American Chemistry Council's Responsible Care[®] initiative](#), a stringent set of standards designed to advance the safe and secure management of chemical products and processes.

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PHOTO: Trends Lab 2016: Be Brave, Be Happy

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