



Consumer Solutions

DOWSIL™ 9701 Cosmetic Powder



Adding Value to Life

Differentiate your skin care and color cosmetic applications with multi-functional properties.

A silicone elastomer powder that delivers benefits consumers demand and formulation ease you can appreciate.

DOWSIL™ 9701 Cosmetic Powder is part of Dow's broad portfolio of unique silicone elastomer powders. As a silicone elastomer powder with silica-treated coating, it is ideal for formulating a wide range of color cosmetic, skin care and sun care products.

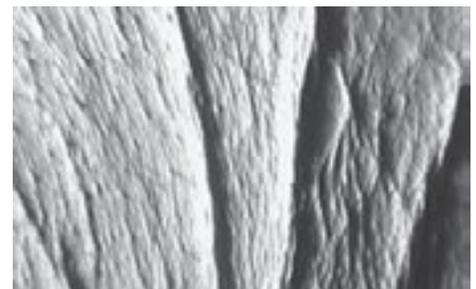
Multiple Benefits, One Ingredient

Dow knows the personal care market – demand is high for innovative products with multi-functional benefits. With DOWSIL™ 9701 Cosmetic Powder, you can easily develop unique applications that mask wrinkles up to 84% (see Figure 1), absorb sebum (see Figure 2) and give skin that smooth, silky, powdery feeling so popular with consumers.

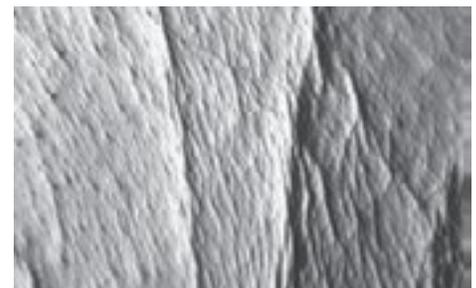
Use it in your color cosmetic products such as:

- Pressed and loose powder, foundation powder, and compact powder
- Eye shadow
- Pressed make-up
- Blush
- Liquid foundation
- Lipstick
- Bronzers

Figure 1: Wrinkle masking effect (crow's foot)



Before treatment (neat skin)

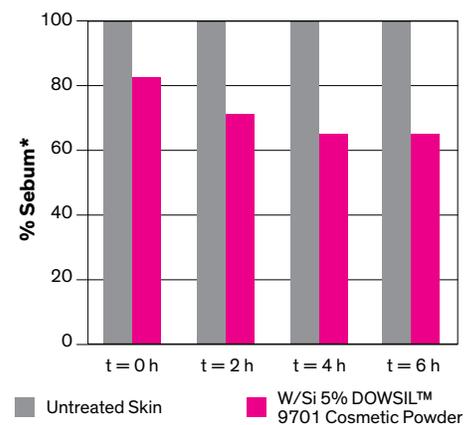


One hour after treatment

Treatment = W/Si skin cream with 10% DOWSIL™ 9701 Cosmetic Powder applied on crow's foot wrinkles

Figure 2: 5% DOWSIL™ 9701 Cosmetic Powder in water-in-silicone cream vs. neat skin

(Results significant at 99% confidence level)



DOWSIL™ 9701 Cosmetic Powder is ideal for skin care as well. With it, you can formulate many types of face and body products, with or without tint:

- Creams
- Lotions
- Gels
- Hydrogels
- Products with sun care benefits
- Products with anti-aging benefits
- Products that exfoliate
- Face masks

Solving Formulating Challenges

At Dow, we know that formulating with cosmetic powders can be challenging. That's why we developed DOWSIL™ 9701 Cosmetic Powder with the formulator in mind. The unique composition absorbs fluid (see Figure 4) and enables the powder to flow freely without agglomeration, providing superior handling and processing ease. Easy dispersion in different media – even in the presence of pigments – makes it possible to introduce the product into a wide variety of formulations without using sophisticated processes or equipment.

Figure 3

Wrinkle Masking Water-in-Silicone Cream		Formulation 00653
Ingredient	Wt%	Trade Name/Supplier
Phase A		
1. Dimethicone/Vinyl Dimethicone Crosspolymer (and) Silica	4.0	DOWSIL™ 9701 Cosmetic Powder
2. Cyclopentasiloxane (and) PEG/PPG-18/18 Dimethicone	10.0	DOWSIL™ 5225C Formulation Aid
3. Cyclopentasiloxane	16.0	XIAMETER™ PMX-0245 Cyclopentasiloxane
4. PPG-3 Myristyl Ether	0.5	Promyristyl PM-3/ Croda, Inc.
Phase B		
5. Distilled Water	to 100.0	
6. Glycerin	5.0	
7. Sodium Chloride	2.0	
8. Proylene Glycol (and) Diazolidinyl Urea (and) Methylparaben (and) Propylparaben	0.4	Germaben II/ISP

Procedure

1. Mix Phase A ingredients together.
2. Mix Phase B ingredients together.
3. Add slowly Phase B to Phase A under strong mixing.
4. Homogenize using a high-shear mixer (Ultraturrax or Silverson type).

Figure 4

Absorption Capacity	
Ingredient	DOWSIL™ 9701 Cosmetic Powder
Water	1.18
Ethanol	1.08
XIAMETER™ PMX-1184 Silicone Fluid	3.54
XIAMETER™ PMX-0245 Cyclopentasiloxane	4.10
XIAMETER™ PMX-0246 Cyclohexasiloxane	3.92
XIAMETER™ PMX-200 Silicone Fluid (5 cSt)	2.98
Isododecane	3.12
Mineral oil	1.48

Values of fluid in grams, for 1 g of powder

How Can We Help You Today?

When you need industry-leading innovation, Dow can help. DOWSIL™ solutions are dedicated to meeting your needs for specialty materials, collaborative problem solving and innovation support. Learn how we can help you bring beauty with impact to your products at consumer.dow.com/personalcare or contact your local Dow sales representative at consumer.dow.com/ContactUs.

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