



PERSONAL CARE

Put your best face forward with Dow's full toolbox of optical appearance solutions



Optical appearance solutions to:

- Mask fine lines and wrinkles by soft focus
- Minimize appearance of pores
- Mattify
- Absorb sebum
- Enhance sensory attributes
- Reduce redness

With the invention of smartphones, younger generations have been living in front of the camera, taking selfies to share details of their daily lives via text messaging and social media. Just how much do they share? Nearly 275 million photos are posted to Instagram with the hashtag #selfie, while more than 300 million photos are simply tagged #me.†

With selfies a part of everyday life, this group of consumers, which is nicknamed the selfie generation and now the iGeneration joining them, wants to achieve a photo-ready, flawless look – without the use of photography filters.

Older generations want to put their best face forward, too, and are on the lookout for products that blend away their imperfections for a more youthful appearance.

Driving advancements in beauty care innovations

To create that perfect look, consumers are seeking products that have an immediate effect. They want solutions that enable a natural skin tone and flawless look; minimize the appearance of pores, fine lines and wrinkles; minimize shine and address skin discolorations.

To meet the new demands of consumers, formulators are turning to innovative beauty care solutions developed with smartphones in mind – solutions that also meet the needs of the aging population. Soft-focus, optical appearance technologies from Dow help enhance natural beauty and mask flaws, fine lines and wrinkles – enabling an impeccable, picture-perfect look that consumers desire. Optical appearance technologies from Dow allow the formulation of anti-agers, primers, alphabet creams such as BB and CC creams, foundations, contouring products, strobers and color correctors.

Best solutions for soft focus benefits from Dow

Hydrogel

6% EcoSmooth™ OptiTouch
3% EcoSmooth™ OptiTouch + 3% DOWSIL™ 9509 Silicone Elastomer Suspension

O/W

3% DOWSIL™ EP-9801 Hydro Cosmetic Powder + 4% DOWSIL™ SW-8005 C30 Resin Wax
5% DOWSIL™ EP-9801 Hydro Cosmetic Powder
3% DOWSIL™ 9509 Silicone Elastomer Suspension + 4% DOWSIL™ SW-8005 C30 Resin Wax
0.5% DOWSIL™ VM-2270 Aerogel Fine Particles + 4% DOWSIL™ SW-8005 C30 Resin Wax

W/O

3% DOWSIL™ 9701 Cosmetic Powder + 4% DOWSIL™ SW-8005 C30 Resin Wax
3% DOWSIL™ EP-9801 Hydro Cosmetic Powder + 4% DOWSIL™ SW-8005 C30 Resin Wax
1% DOWSIL™ VM-2270 Aerogel Fine Particles + 4% DOWSIL™ SW-8005 C30 Resin Wax

Anhydrous

DOWSIL™ 9576 Smooth Away Elastomer
3% DOWSIL™ 9701 Cosmetic Powder + 4% DOWSIL™ SW-8005 C30 Resin Wax + DOWSIL™ EL-9140 DM Silicone Elastomer Blend
1% DOWSIL™ VM-2270 Aerogel Fine Particles + 4% DOWSIL™ SW-8005 C30 Resin Wax + DOWSIL™ EL-9241 DM Silicone Elastomer Blend
1% DOWSIL™ VM-2270 Aerogel Fine Particles + 4% DOWSIL™ SW-8005 C30 Resin Wax + DOWSIL™ EL-9140 DM Silicone Elastomer Blend

Mapping of all solutions per appearance benefit

Product	Active (%)	Soft focus				Sebum absorption	Mattifying effect	Minimizes appearance of pores	Fine lines/wrinkles masking	Redness masking	Approved for use in China
		W/O	O/W	Anhydrous	Hydrogel						
DOWSIL™ 9701 Cosmetic Powder	100	X ¹	X ¹	X ³	-	X	X	X	X	X ³	Yes
DOWSIL™ EP-9801 Hydro Cosmetic Powder	100	X ¹	X ¹	-	X ²	X	X	-	X	X ³	Yes
DOWSIL™ EP-9289 LL Cosmetic Powder	100	-	X ¹	-	-	XX	X	-	-	X ³	Yes
DOWSIL™ 9509 Silicone Elastomer Suspension*	63-65	-	X ¹	-	X ²	XX	X	X ⁴	X	-	Yes
EcoSmooth™ OptiTouch	32-35	-	X ¹	-	X	X	X	X	X	-	No
DOWSIL™ VM-2270 Aerogel Fine Particles	100	X	X ¹	X ³	-	XX	X	-	X	-	Yes
DOWSIL™ 9576 Smooth Away Elastomer	15-17	-	-	X	-	-	X	XX	X	-	Yes

¹In combination with 4% active DOWSIL™ SW-8005 C30 Resin Wax

²In combination with 3% active EcoSmooth™ OptiTouch

³In combination with 4% active DOWSIL™ SW-8005 C30 Resin Wax and DOWSIL™ Silicone Elastomer Gel

⁴In combination with 2% DOWSIL™ VM-2270 Aerogel Fine Particles

*Available with another preservative as DOWSIL™ PF-9510 Silicone Elastomer Suspension

X = Good fit

XX = Best fit

Ingredient details

Optical enhancer								
Product name	INCI name	Physical form	Active (%)	Average particle size	Preservative	pH	Sensory enhancer	
DOWSIL™ 9701 Cosmetic Powder	Dimethicone/Vinyl Dimethicone Crosspolymer (and) Silica	Powder	100	1-10 Microns	NA	NA	X	
DOWSIL™ EP-9801 Hydro Cosmetic Powder	Dimethicone/Vinyl Dimethicone Crosspolymer (and) Butylene Glycol (and) Silica	Powder	100	3-10 Microns	NA	NA	X	
DOWSIL™ EP-9289 LL Cosmetic Powder	Dimethicone/Vinyl Dimethicone Crosspolymer (and) Lauroyl Lysine	Powder	100	NT	NA	NA	X	
DOWSIL™ VM-2270 Aerogel Fine Particles	Silica Silylate	Powder	100	5-15 Microns	NA	NA	X	
DOWSIL™ 9509 Silicone Elastomer Suspension	Dimethicone/Vinyl Dimethicone Crosspolymer (and) C12-14 Pareth-12	Aqueous suspension	63-68	<4 Microns	Phenoxyethanol, Chlorphenesin, Methyl Paraben, Benzoic Acid	3.0-4.5	X	
DOWSIL™ PF-9510 Silicone Elastomer Suspension	Dimethicone/Vinyl Dimethicone Crosspolymer (and) C12-14 Pareth-12	Aqueous suspension	63-68	<4 Microns	Chlorphenesin + Phenoxyethanol	3.0-7.5	X	
EcoSmooth™ OptiTouch	Ethylene/Octene Copolymer and Ethylene/Sodium Acrylate Copolymer	Aqueous suspension	32-35	1-3 Microns	Self preserved	8.2-9.5	X	
DOWSIL™ 9576 Smooth Away Elastomer	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer (and) Beeswax (and) Silica (and) Silica Silylate	Elastomer gel in PDMS1.5 cSt	15-17	NA	NA	NA	X	

NT = Not Tested

NA = Not Applicable

Oil-in-water example: DOWSIL™ EP-9801 Hydro Cosmetic Powder (5% active)



Neat skin

Time: Immediate

Time: 3 hours

Benefits

- Fine-lines masking: Immediate effect and up to at least 3 hours
- Pores masking: Immediate effect (12%)

Hydrogel example: EcoSmooth™ OptiTouch (6% active)



Neat skin

Time: Immediate

Time: 3 hours

Benefits

- Fine-lines masking: Immediate effect and up to 3 hours
- Pores masking: Immediate effect (36%)

Water-in-oil example: BB Cream with DOWSIL™ 9701 Cosmetic Powder and DOWSIL™ SW-8005 C30 Resin Wax

Right side of face



Neat skin

Time: Immediate

Time: 6 hours

Timetable	Number of pores
Neat skin	782
Time: 0	367
Time: 15 minutes	452
Time: 1 hour	449
Time: 3 hours	474
Time: 6 hours	473

Immediate reduction in number of pores:

53%

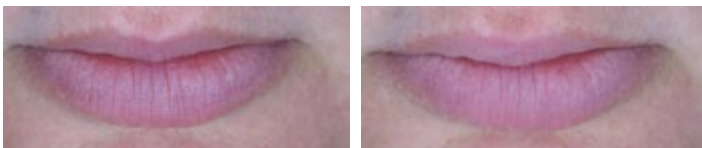
Average reduction in number of pores:

43%

Benefits

- Smoothing of fine lines: Immediate effect and up to 3 hours
- Pores and redness masking: Immediate effect and up to 6 hours

Example: DOWSIL™ 9576 Smooth Away Elastomer (neat)



Neat skin

Time: Immediate



Neat skin



Time: Immediate

Immediate reduction in number of pores:

62%

Benefits

- Fine lines and wrinkles masking: Immediate effect
- Pores masking: Immediate effect
- Can be formulated into BB creams, primers, contouring sticks and more

Capturing additional value by combining technologies

In-vitro and in-vivo testing showed that combining technologies leads to longer-lasting soft-focus effects.

Oil-in-water

DOWSIL™ 9509 Silicone Elastomer Suspension (5% Active)



Neat skin

Time: Immediate

Time: 1 hour

Benefits

- Fine-lines masking: Immediate effect and up to 1 hour
- Pores masking: Immediate effect (11%)

3% Active DOWSIL™ 9509 Silicone Elastomer Suspension + 4% DOWSIL™ SW-8005 C30 Resin Wax



Neat skin

Time: Immediate

Time: 6 hours

Benefits

- Fine-lines masking: Immediate effect and up to 6 hours
- Pores masking: Immediate effect (21%)

Learn More

For more information about the full suite of optical appearance solutions from Dow, please visit consumer.dow.com/personalcare.

[†]<https://www.investors.com/news/selfies-are-changing-the-face-of-retail>

Testing Images: VISIA-CR (Canfield Imaging Systems; Fairfield, New Jersey, USA)

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