



DOW CORNING

Dow Corning News

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Dow Corning Unveils Novel Water-Based Silicone Acrylate for Skin Care Applications

Consumers No Longer Have to Compromise Comfort and Long Wear for Convenience

Midland, Mich.: Dow Corning today unveiled *Dow Corning*[®] FA 4103 Silicone Acrylate Emulsion, giving cosmetic formulators a unique option for adding long-lasting effects and comfortable application to skin care and make-up formulations. *Dow Corning* FA 4103 Silicone Acrylate Emulsion is a functional solution for a rapidly growing demand for lasting film in a water-based emulsion.

“In today’s skin care market, consumers are demanding a lighter feel in their products, as well as products that stay on and work well for the entire day,” Dirk Soontjens, Skin Care Market Leader for Dow Corning shared. “For formulators, these issues relate directly to low rub-off and wash-off resistance, low sebum and water repellence. Dow Corning has addressed this with a new solution that provides both comfort and lasting effectiveness.”

Newly developed *Dow Corning* FA 4103 Silicone Acrylate Emulsion forms a film in water-based formulations, giving high wash-off resistant properties. Formulations with this product will help prevent consumers from having to make a trade-off between comfort and day-long convenience, as they now do with existing products.

“*Dow Corning* FA 4103 Silicone Acrylate Emulsion gives formulators all the benefits of silicone performance with additional formulation flexibility. We predict the demand for water-based formulations will double the growth of color cosmetics globally, and *Dow Corning* FA 4103 Silicone Acrylate Emulsion can help formulators be on the forefront of the trend,” Soontjens explains.

Dow Corning FA 4103 Silicone Acrylate Emulsion provides expanded options for:

- Long-lasting formulations in color cosmetics and sun care products with enhanced sebum, wash-off and rub-off resistance
- Comfort in formulation through enhanced film flexibility during application, after drying, and skin tightening effects
- Convenient formulation flexibility including an ease to formulate into water-based systems

With extensive silicone expertise testing and in-formulation testing, *Dow Corning* FA 4103 Silicone Acrylate Emulsion comes to the market backed by proven experience. The water-based film-former gives formulation and manufacturing process flexibility, has good performance in pure films, as well as in O/W and W/O formulations.

This new product exemplifies *Dow Corning*'s commitment to innovation and drive to not only satisfy, but also exceed market needs. It joins a robust family of silicone acrylates for solutions with functional film either in O/W and W/O formulations:

<i>Dow Corning</i>[®] Product Name	Carrier fluid
FA 4001 CM Silicone Acrylate	Cyclomethicone
FA 4002 ID Silicone Acrylate	Isododecane
FA 4003 DM Silicone Acrylate	Dimethicone
FA 4004 ID Silicone Acrylate	Isododecane
FA 4103 Silicone Acrylate Emulsion	Water

For more information on *Dow Corning* FA 4103 Silicone Acrylate Emulsion, [click here](#).

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 amino silicone elastomer emulsions that provide differentiating hair styling and conditioning results to novel silicone resin technologies that inspire skin care products with longer-lasting, more beautiful wear. For more information, visit dowcorning.com/personalcare.

About Dow Corning

Dow Corning (dowcorning.com), a wholly owned subsidiary of The Dow Chemical Company, 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. 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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