

# Men Are Brand Loyalists. Give Them Products They Want and They'll Come Back For More.

Our Specialty Silicones Provide The  
Personal Grooming Benefits Most  
Desired By Men

We offer four unique products to help you create  
products that meet this demand:

The global men's grooming market was estimated at \$22 billion in 2018<sup>†</sup> and forecast to continue growing with no end in sight. To take advantage of this demand, savvy formulators of men's personal care products are taking into account the specific needs of these discerning consumers. Our specialty silicones will help you significantly improve your formulations by providing several important benefits that men want: multifunctionality, convenience and a light sensory experience.


**MOMENTIVE™**  
inventing possibilities



<sup>†</sup>Source: Euromonitor International

# Specialty Silicones

## Match Each Ingredient To Your Specific Needs

		China (CFDA) Permitted Cosmetic Ingredient Halal Certified		HAIR CARE						COLOR COSMETICS & SKIN CARE						
				Anti-Breakage	Anti-Frizz	Detangling/Ease of Combing	Natural Curl/Wave Definition	Repair	Smooth/Straight Styles	Detackifier	Dispersion/Spreading	Emulsification	Moisturization	Organic Compatibility	Sensory Enhancement	Soft Focus/Line Blurring
PRODUCT	BENEFITS															
<b>Silsoft* 034 fluid</b> Caprylyl Methicone	<ul style="list-style-type: none"> <li>Enhanced spreading</li> <li>Increased spreading of oil base</li> <li>Enhanced skin feel</li> </ul>									•	•			•		•
<b>Silsoft 876 fluid</b> PEG-12 Dimethicone	<ul style="list-style-type: none"> <li>Water soluble</li> <li>Profoamer</li> <li>Estimated high HLB</li> </ul>										•	•				
<b>Silsoft E-Pearl PMF emulsion</b> Polymethylsilsesquioxane (and) Dimethicone (and) Isohexadecane (and) Cetearyl Methicone (and) PEG-40 Stearate (and) Steareth-2 (and) Steareth-21	<ul style="list-style-type: none"> <li>Matte, soft-focus finish</li> <li>Light, powdery moisturized feel</li> <li>Post-addition capable</li> </ul>	•	•							•			•		•	•
<b>Silsoft EAU microgel</b> Polysilicone-34 (and) Isononyl Isononanoate (and) Water	<ul style="list-style-type: none"> <li>Distinctive textures</li> <li>Unique lightweight, quick-drying, water-fresh feel</li> <li>Oil-in-water emulsion</li> </ul>									•	•	•		•	•	•
<b>Silsoft ETS fluid</b> Ethyl Trisiloxane	<ul style="list-style-type: none"> <li>Enhanced spreading (volatile)</li> <li>Dry, light skin feel</li> </ul>									•	•			•	•	
<b>Silsoft Silk PMF emulsion</b> Silicone Quaternium-18 (and) Trideceth-6 (and) Deceth-7 (and) Cocamidopropyl Betaine (and) Dipropylene Glycol	<ul style="list-style-type: none"> <li>Repair without buildup</li> <li>Natural curl definition</li> </ul>	•		•	•	•	•	•	•	•						

\*Silsoft is a trademark of Momentive Performance Materials Inc.  
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