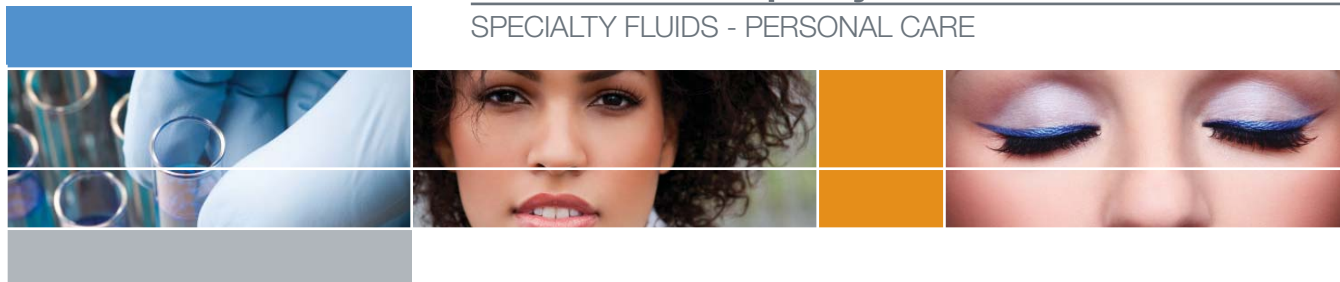


VELVESIL* 125

silicone copolymer network

SPECIALTY FLUIDS - PERSONAL CARE



Velvesil 125 silicone copolymer network is Momentive's newest patented multi-functional sensory enhancer. Velvesil 125 silicone copolymer offers an exceptional feel during rubbing because of its unique particle size distribution with a silky and powdery after feel. Velvesil 125 silicone copolymer network employs a polymerization chemistry that differs from the traditional "silicone structurants."

Key Features and Typical Benefits

- visual effects: matte finish (absorbs sebum), line blurring effect (soft focus)
- new skin feel
- efficient thickener of silicone and organic ingredients
- excellent compatibility
- stabilizer/thickener for W/O and O/W emulsions

Potential Applications

- skin and sun care (lotions, creams, self-tanning)
- anti-aging products
- shine/oil control facial products
- color cosmetics (foundations, etc)
- anhydrous serums, gels, waxes
- hair styling (cuticle coats, gels, etc.)

INCI Name: Cyclopentasiloxane (and) C30-45 Alkyl Cetearyl Dimethicone Crosspolymer

Velvesil 125 Silicone Copolymer Benefits vs. Other Products

	New Chemistry	Clarity	Organic Compatibility	Thickening Efficiency	Compatibility with Organic UV Filters	Sebum	Stabilizes Anhydrous Hybrid Systems
Velvesil 125 Copolymer	•	Δ	•		•	•	•
Cyclopentasiloxane (and) Dimethicone Crosspolymer		◊		◊			
Cyclopentasiloxane (and) Dimethicone/Vinyl Dimethicone	Δ		Δ	Δ	Δ	Δ	Δ
Cyclopentasiloxane (and) Dimethicone Crosspolymer	Δ	◊		◊			
SFE839	Δ	•	Δ	◊	Δ	Δ	Δ

• Has this benefit ◊ Partially has this benefit Δ Does not have this benefit

VELVESIL * 125 Silicone Copolymer Network

Compatibility and Thickening of Emollients with Velvesil 125 Silicone Copolymer

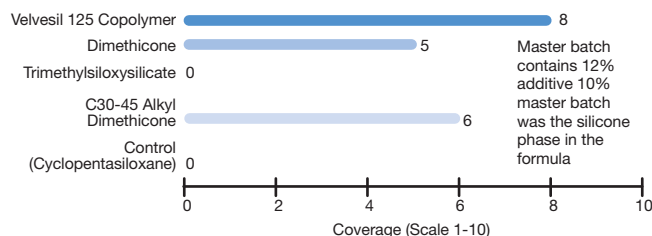
Cosmetic Fluids	Viscosity (cSt)		
	Cosmetic Fluids	60% SFE839	60% Velvesil 125
Caprylic/capric triglyceride	25	100	200
Isopropyl myristate	30	500	550
Octyldodecanol	12	Partially compatible	125
C12-15 alkyl benzoate	25	38	125
PPG-14 butyl ether	75	Partially compatible	1150
Hydrogenated polydecene	25	Partially compatible	163
Isododecane	20	700	750

40% by weight of cosmetic fluids with 60% by weight of Velvesil 125 silicone copolymer Ostwald viscometer

Unique Application Experience

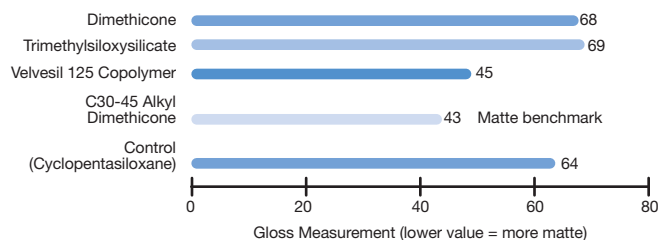
- Initial feel: silky, smooth, cushioning
 - Swollen silicone particles with broad particle size distribution: 10-200 microns
 - Excellent silicone feel: high slip and silkiness with added drier, softer feel
 - Cushioning
- During application: unique change in sensory experience
 - Particles shrink with applied shear
 - Changing particle size delivers perceptible change in tactile properties
- After feel: Powdery
 - Volatile siloxane volatilizes, leaves soft silicone powders

“Coverage” Evaluation: Water-in-Silicone Foundation



Velvesil 125 silicone copolymer helps mask wrinkles and cover imperfections.

Matte Finish

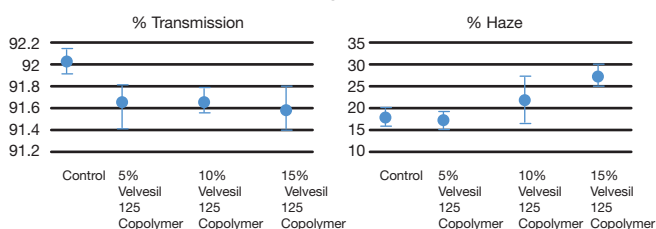


Velvesil 125 silicone copolymer offers a matte finish and also absorbs sebum, making it more effective for oil-control products.

Comparison of Velvesil 125 Copolymer and SFE839

SFE839	Velvesil 125 silicone copolymer
5.9% solids	12.5% solids
Silicone elastomer swollen in D5	Silicone copolymer network swollen in D5
Maximum initial slip/silkiness; cushioning feel during application; powdery after feel	Softer, drier initial feel with excellent slip; smooth, cushioning feel during application; powdery after feel
Matte finish	Matte finish
Unique application experience	Unique application experience
Silicone and “ester” compatible	Organics (esters/alcohol/ether) and silicone compatible
Good thickening efficiency (based on as-received)	Best thickening efficiency

“Soft Focus” or Wrinkle-Masking Effect

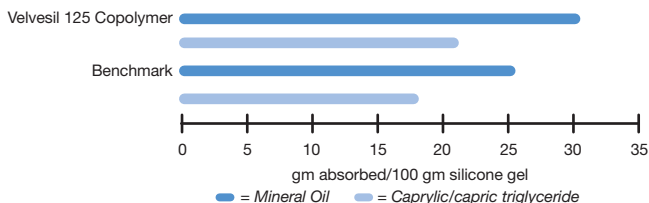


Velvesil 125 Silicone Copolymer Effective Concentration

Formulation	% Velvesil 125 silicone copolymer solids/ Total solids
Control 0%	
5% Velvesil 125 Copolymer	14%
10% Velvesil 125 Copolymer	25%
15% Velvesil 125 Copolymer	34%

Velvesil 125 silicone copolymer effective concentration of 25% needed to obtain benefit.

In Vitro Sebum Absorption – Comparison of Velvesil 125 Silicone Copolymer with Competitive Silicone Gel



*Velvesil is a trademark of Momentive Performance Materials Inc.

VELVESIL * 125 Silicone Copolymer Network

Patent Status

Technical subject matter in this publication is described and protected by one or more of the following U.S. Patents and their foreign counterpart patents and/or patent applications: U.S. Patent Nos. 7,411,007; 7,388,049; 7,387,784; 7,381,769; 7,241,835; 6,759,479; 6,538,061; 6,531,540; and 6,444,745. Other U.S. and foreign patents and/or patent applications not listed covering the subject matter may be relevant.

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