

GE

Advanced Materials



Cosmetics & Home Care

Silicones Applications

- Color Cosmetics
- Sun Protection Creams
- Hair Care Products
- Antiperspirants and Deodorants
- Laundry detergents
- Fabric Softeners
- Kitchen and Bathroom cleansers
- Polishes and Waxes

Silicones Consumer Benefit

- Improves Spreadability
- Sensory softness attributes
- Non-stinging
- Non-staining
- Effective at a wide range of temperatures
- Maintains its key attributes in water
- Versatility by variety of forms
- Chemical stability
- Environmental compatibility
- Some provide protective barrier for skin
- Enhance the sun protection factors (SPF)
- Helps cosmetics to stay on the skin and maintaining colour
- Bring better shine and softness to hair
- Improve control in hair styling products
- Make antiperspirants and deodorants aesthetically pleasing and effective
- Working as antifoam agents in washing cycles
- Helps smooth out wrinkles
- Help preserve fabric newness
- Do not chemically react to surface materials in household care

