



With patented *Dow Corning*<sup>®</sup> SW-8005 C30 Resin Wax, you can create high-quality color cosmetics and skin care products that will stand out in the competitive global personal care market. We offer a wide range of sample formulations so you can experience how the unique benefits of silicone resin wax combined with other high-quality Dow Corning materials can deliver the sensory and performance results your customers demand.

### Sample Formulations

- **Cashmere Sense 01231**  
*Primer*
- **Gleam Dream 01225**  
*Radiant Facial Cream*
- **Spring Spirit 01223**  
*Perfumed Body Milk*
- **Glam's Touch 01233**  
*Multipurpose Shimmers*
- **Flash Lash 01228**  
*Twisting Mascara\**
- **So Satin! 01227**  
*Comfort Lipstick\**

\* Formulation developed by



## Dow Corning<sup>®</sup> SW-8005 C30 Resin Wax



beauty  
WITH IMPACT

### Products That Look Great, Feel Fabulous, and Outperform the Competition

The use of silicone wax in the cosmetics and skin care industries is hardly new. However, *Dow Corning*<sup>®</sup> SW-8005 C30 Resin Wax is a new and unique patented product designed to bring:

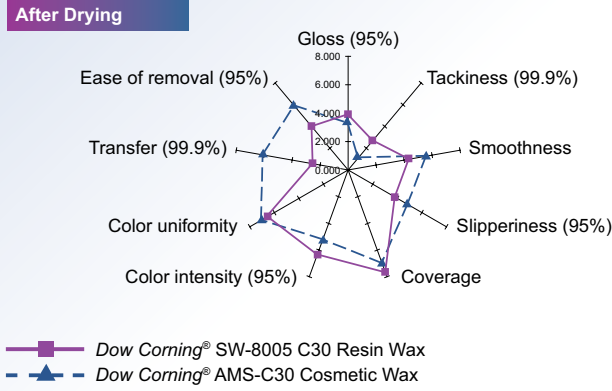
- Exciting performance benefits to your color cosmetics, including blush, mascara, and lipstick
- Pleasing sensory benefits for your facial and body care applications

### Benefits include:

- A unique texture
- Improved transfer resistance
- Better color intensity, gloss, and coverage
- Good compatibility with fragrances and organic materials
- Longer-lasting fragrance
- Wash-off resistance properties
- Ease of formulation



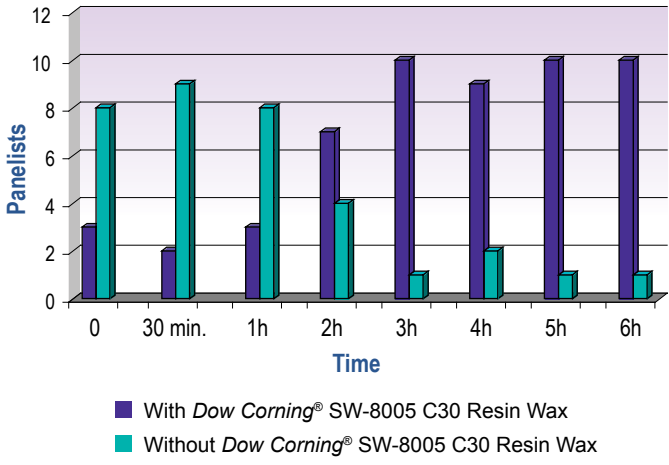
**Sensory characteristics of liquid lipstick after drying**  
*Percentages represent levels of confidence.*



*Dow Corning® SW-8005 C30 Resin Wax reduced transfer, improved gloss, and improved color intensity compared with Dow Corning® AMS-C30 Cosmetic Wax.*

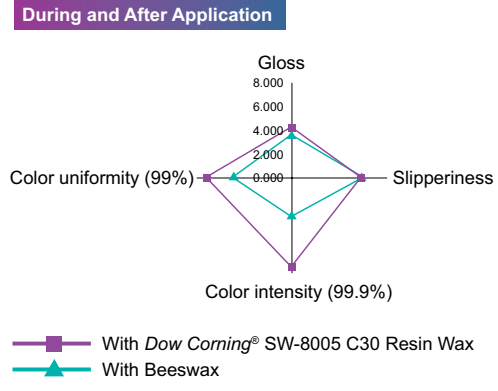
**Long-lasting fragrance**  
*Spring Spirit – Perfumed Body Milk*

*Panelists were asked to select the formulation with the strongest fragrance at different intervals during a six-hour period.*



*Dow Corning® SW-8005 C30 Resin Wax improves fragrance release with time.*

**Color cosmetic performance in blush formulation**  
*Percentages represent levels of confidence.*



*Dow Corning® SW-8005 C30 Resin Wax improves color intensity and uniformity.*

**How can we help you today?**

When you need innovation, Dow Corning can help. *Dow Corning®* brand solutions are dedicated to meeting your needs for specialty materials, collaborative problem solving and innovation support. Learn how we can help you bring **BEAUTY WITH IMPACT** to your products, at [dowcorning.com/personalcare](http://dowcorning.com/personalcare).

**Your Global Connection**

Americas +1 989 496 6000  
 Europe +49 0611 237 778  
 Asia +86 21 3774 7110

[dowcorning.com/ContactUs](http://dowcorning.com/ContactUs)

Images: Page 1: AV14942, AV18503, AV1102

**LIMITED WARRANTY INFORMATION – PLEASE READ CAREFULLY**

The information contained herein is offered in good faith and is believed to be accurate. However, because conditions and methods of use of our products are beyond our control, this information should not be used in substitution for customer’s tests to ensure that our products are safe, effective and fully satisfactory for the intended end use. Suggestions of use shall not be taken as inducements to infringe any patent. Dow Corning’s sole warranty is that our products will meet the sales specifications in effect at the time of shipment. Your exclusive remedy for breach of such warranty is limited to refund of purchase price or replacement of any product shown to be other than as warranted. **DOW CORNING SPECIFICALLY DISCLAIMS ANY OTHER EXPRESS OR IMPLIED WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE OR MERCHANTABILITY.** **DOW CORNING DISCLAIMS LIABILITY FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES.** *Dow Corning* is a registered trademark of Dow Corning Corporation. *We help you invent the future* is a trademark of Dow Corning Corporation. *SENSIENT* is a registered trademark of Sensient Technologies Corporation. ©2008, 2012 Dow Corning Corporation. All rights reserved.

AMPM061-12

Form No. 27-1338A-01

