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Marketing Bulletin

Emfinity®SR TMS-50I

Personal Care

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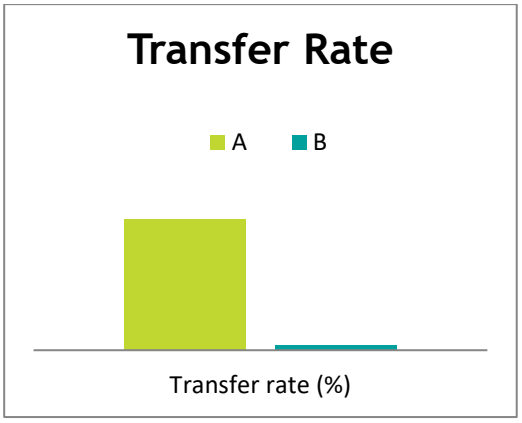
Emfinity®SR TMS-50I

Isododecane (and) Trimethylsiloxysilicate

Emfinity®SR TMS-50I is a 50% dispersion of the high molecular weight silicone resin trimethylsiloxysilicate in Isododecane.

Emfinity®SR TMS-50I can be used in a wide range of personal care applications such as color cosmetics, sun care, hair care, antiperspirants and deodorants.

Color transfer can be reduced by 96% using Emfinity®SR TMS-50I inside your formula, as shown in table 1.



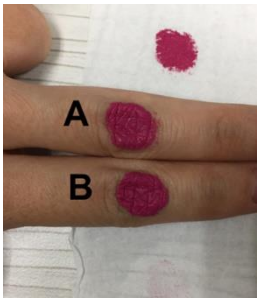
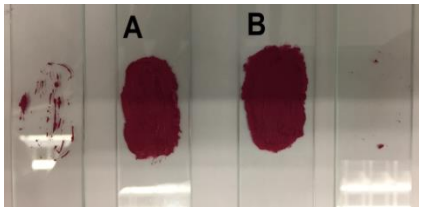


Table 1 (left): Reduction of transfer effect after 10 min. Sample A: lipcolor with no TMS-50I. Sample B: lipcolor with TMS-50I. Figure 1 (right): visual transfer of both lipcolors on skin.
Optimal dosage for no transfer: 25-30%

When introduced into your make-up formula, Emfinity®SR TMS-50I will provide high fixation and long-lasting effect, improving color definition and coverage.



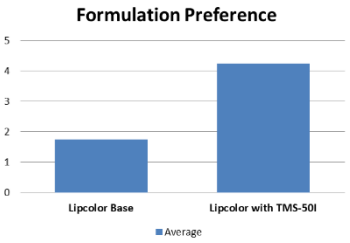
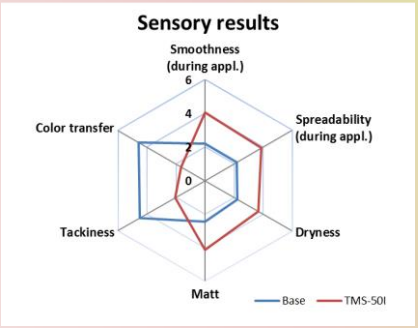


Figure 1 (left): Color transfer comparison after 10 min. Sample A: lipcolor with no TMS-50I. Sample B: lipcolor with TMS-50I
Table 2 (right): formulation preference after sensory test

Long lasting, high fixation

- Wash-off resistance
- Rub-off resistance
- Long lasting effect
- No transfer when dried
- Highly fixative
- Fast dry time
- Helps coverage



Panellists found lipcolor with Emfinity®SR TMS-50I was easier to spread, smoother, gave a higher matt effect and very low color transfer compared to a base lipcolor.



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