



## New Silicone Resin Technology from Dow Corning

### Lasting Results

Even in a challenging economy, consumers want to find ways to feel good about themselves. They are looking for high-quality, high-performing personal care products that are easy to use, look great, feel good when applied and last a long time.

Easy-to-use, 100% active *Dow Corning*<sup>®</sup> MQ-1640 Flake Resin, with its unique film-forming properties, gives you the formulating freedom to create novel, high-performing products that will get noticed, even in the competitive personal care market.

- Specially formulated to provide excellent transfer resistance and wash-off resistance, allowing for the development of long-lasting cosmetic formulations.
- Forms a flexible, durable film that resists wear and wash-off, even under movement.
- Enhances the comfort, color intensity and shine of color cosmetic products.
- In sunscreens, it can potentially improve SPF due to good compatibility with sunscreen actives and improved wash-off resistance.
- A 100% active, carrier-free flake format, giving formulators freedom to choose their own carrier.
- *Dow Corning*<sup>®</sup> MQ-1640 Flake Resin has good compatibility with a wide range of organic and silicone oils.



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*Dow Corning*<sup>®</sup> MQ-1640 Flake Resin – a unique blend of MQ and T Propyl resins that sets a new standard in long-lasting benefits with excellent transfer and wash-off resistance.

*Dow Corning*<sup>®</sup> MQ-1640 Flake Resin is a specially formulated blend of MQ and T Propyl silicone resins that enables a flexible, durable film that delivers excellent long-lasting properties and enhanced comfort.

### MQ Silicone Resin

(INCI name: Trimethylsiloxysilicate) forms a harder, brittle film.

### T Propyl Silicone Resin

(INCI name: Polypropylsilsesquioxane) forms a softer, tacky film. The T Propyl functionality also results in enhanced organic compatibility.

Or, if you are looking to create formulations that require strong transfer and wash-off resistance but a more rigid film structure, *Dow Corning* also offers *Dow Corning*<sup>®</sup> MQ-1600 Solid Resin, a 100% active MQ resin.



Even after stretching and washing, formulations with *Dow Corning*<sup>®</sup> MQ-1640 Flake Resin remain smooth and undamaged.

When a foundation formulation containing 4.25% *Dow Corning*<sup>®</sup> MQ-1640 Flake Resin was dried on a silicone rubber belt and then stretched to 110% of its original length, its appearance remained smooth and homogeneous. Even after a washing treatment, there was no change in the foundation containing this unique silicone resin blend.

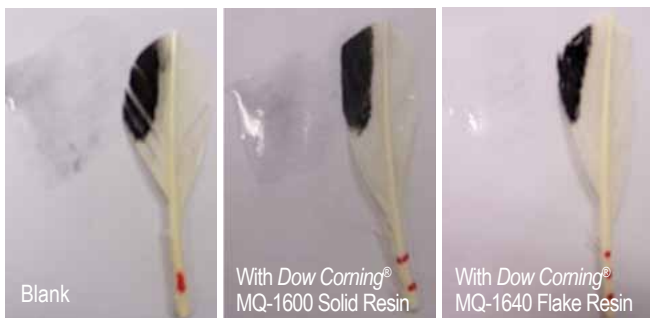
**FIGURE 1: Stretching and wash-off resistance of foundation formulations containing 4.25% *Dow Corning*<sup>®</sup> MQ-1600 Solid Resin and *Dow Corning*<sup>®</sup> MQ-1640 Flake Resin**



*Dow Corning*<sup>®</sup> MQ-1640 Flake Resin imparts water resistance and rub-off resistance to cosmetic formulations.

When a shuttlecock feather coated with a mascara formulation containing 4% *Dow Corning*<sup>®</sup> MQ-1640 Flake Resin was immersed in water for five minutes and then swept gently on white paper, almost no mascara was transferred to the paper. If no resin was added to the formula, significant rub-off was observed.

**FIGURE 2: Rub-off resistance of mascara formulations containing 4% *Dow Corning*<sup>®</sup> MQ-1600 Solid Resin and *Dow Corning*<sup>®</sup> MQ-1640 Flake Resin**



For additional information about *Dow Corning*<sup>®</sup> MQ-1640 Flake Resin, including sample formulations and samples, and product data sheets with full compatibility details, go to [dowcorning.com/MQ-1640](http://dowcorning.com/MQ-1640).

## How can we help you today?

When you need industry-leading innovation, *Dow Corning* can help. *Dow Corning*<sup>®</sup> 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). Or contact your local *Dow Corning* sales representative at [dowcorning.com/ContactUs](http://dowcorning.com/ContactUs).

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AMPM294-12

Form No. 27-1384B-01

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