



FOR IMMEDIATE RELEASE

## **Momentive Performance Materials to Showcase at Personal Care and Homecare Ingredient Conference**

SHANGHAI, China—March 17, 2008 — The biggest personal care and homecare event – PCHI (Personal Care and Homecare Ingredient) will open today at Shanghai Everbright Convention and Exhibition Center. As a supplier to personal care market, Momentive Performance Materials will showcase its advanced products, technologies and custom formulation capabilities that meet the innovative and stringent requirements of the industry. Momentive Performance Materials will feature leading technologies and trendy products at booth #1A001b in addition.

China has become the fastest growing region in personal care market due to the region's improvement of the standard of living and heightened sense of personal care. The Chinese cosmetics market dynamics reflect the growth, with estimated volume expected to reach a peak of 80 billion RMB Yuan by 2010, making it the second largest sector in Asia and the eighth in the world in the year for 2007. "We value investment and development in the China Personal Care sector very highly, and we always seek opportunities to collaborate with personal care supplies manufacturer to provide innovative technologies to our customers."

At the exhibition, Momentive Performance Materials will introduce two new silicone products—Velvesil\* FX Gel and Tospearl\* 150KA Microspheres. Velvesil\* FX Gel is an innovative personal care gel that enhances the benefits of boron nitride powder by improving its processibility and spreadability as well as the sensory experience. It combines the performance benefits of boron nitride (excellent coverage, naturalness, line-blurring effects and oil absorption) with the outstanding sensory attributes (soft, smooth feel and gentle application) of silicones and can be applied to foundations, eye shadows, anti-aging and oil control products. As Tospearl\* 150KA Microspheres, it can deliver outstanding sensory, offer enhanced soft focus effects, reduce pigment agglomeration and have a clear appearance on the skin. Tospearl\* 150KA can be applied to color cosmetics as well as skin creams & Lotions, anti-aging products and sunscreens.

Velvesil\* 和 Tospearl\* are trademarks of Momentive Performance Materials Inc.



# MOMENTIVE

performance materials

## About the Company

Momentive Performance Materials Inc. is a premier specialty materials company, providing high-technology materials solutions to the silicones, quartz and ceramics markets. The company, as a global leader with worldwide operations, has a robust product portfolio, an enduring tradition of service excellence, and industry-leading research and development capabilities. Momentive Performance Materials Inc. is controlled by an affiliate of Apollo Management, L.P. Additional information is available at [www.momentive.com](http://www.momentive.com).

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