

## With Momentive Performance Materials LSR Silicones, Implus Gel Insoles Help Soothe Tired, Sore Feet

### Slipping into the Comfort Zone

Using next-generation Momentive Performance Materials LSR 2003 liquid silicone rubber and Topcoat liquid elastomers, Implus Footcare, LLC designed its unique Airplus Invisigel™ breathable insoles to target the orthopaedic healthcare market.

Walkers, joggers, workers, and anyone else with tired feet can now enjoy cool, soothing relief with Airplus Invisigel insoles molded with Momentive Performance Materials LSR 2003 liquid silicone rubber and coated with Momentive's LSR Topcoat. Implus, a leading global supplier of insoles, shoelaces, and shoe care products, chose Momentive's silicones to help provide long-lasting comfort and ease of molding. In addition to providing one of the softest materials on the market, the Momentive Performance Materials silicone is able to "breathe," ensuring a cool, dry environment for the foot.



#### Momentive Performance Materials and Implus Footcare LLC

When Implus Footcare decided to target the top end of the market with an orthopaedic shoe insole, the company knew it needed a unique advantage to differentiate its products from competitors'. Recognizing that its existing insole material, thermoplastic elastomer (TPE), could not deliver this competitive edge, Implus turned to Momentive for its newest generation of moldable LSR and LSR Topcoat matte coating for its high-end Airplus Invisigel insole. The success of the Airplus Invisigel line has led to the launch of Apará™, a new upscale women's line with additional silicone SKUs.

"We knew that our TPE materials could not offer the qualities that would allow us to stand out in the food, drug and mass marketplaces," said Seth Richards, CEO of Implus Footcare. "Momentive's technical team provided exactly what we needed. These materials not only deliver superior comfort, but also enable us to attract customers by advertising the unique foot health benefits of next-generation silicones."

LSR 2003 silicone provides superior properties, including Shore 00 50 (Shore A - 3) - the lowest available - to meet Implus' stringent requirements for exceptional orthopaedic cushioning and shock absorption, which are backed by a lifetime warranty. The very low durometer ensures a soft feel and allows the insole to conform to the foot for the highest level of comfort. To promote healthy skin, the silicone is breathable, ensuring that the customer's feet remain cool and dry even during sports activities or warm weather.

Complementing LSR 2003 liquid elastomer is LSR Topcoat, which adds to the insole's comfort by minimizing surface friction. In fact, this material can reduce friction by up to 30 percent. The topcoat allows the foot to slip smoothly and easily into a shoe lined with the Invisigel insole, and provides a soft, skin-like feel. LSR Topcoat also reduces build-up of dust on the surface of the insole.

LSR 2003 liquid silicone rubber is a low-modulus, translucent two-component product formulated for use in liquid injection molding. It offers a convenient

1:1 mix ratio with a high application rate and easy release from molds. Cure time is rapid, generally 10 to 40 seconds at 300-400 F depending upon part size, configuration, and molding temperature. LSR 2003 is ideal for fabricating parts used for soft touch and cushioning applications. Another key application in the healthcare sector is distal pads for amputees.

Momentive Performance Materials' LSR Topcoat two-component translucent matte coating is for use in spray or dip coating techniques. LSR Topcoat matte coating can be cured very quickly by high temperatures (100°C to 180°C) in the ventilated hot-air oven.

Details at  
[www.airplusfootcare.com](http://www.airplusfootcare.com)



# Principal Locations

Regional Information	Phone	Fax
<b>North America</b> World Headquarters 187 Danbury Road Wilton, CT 06897, USA	800.295.2392	607.754.7517
<b>Latin America</b> Rodovia Eng. Constância Cintra, Km 78,5 Itatiba, SP – 13255-700 Brazil	+55.11.4534.9650	+55.11.4534.9660
<b>Europe, Middle East, Africa and India</b> Leverkusen Germany	00.800.4321.1000	
<b>Pacific</b> Akasaka Park Building 5-2-20 Akasaka Minato-ku, Tokyo 107-6112 Japan	+81.3.5544.3100	+81.3.5544.3101
<b>Customer Service Centers</b>		
<b>North America</b> South Charleston, WV 25303, USA E-mail: <a href="mailto:cs-na.osi@ge.com">cs-na.osi@ge.com</a>	<b>Specialty Fluids</b> 800.523.5862	304.746.1654
	<b>UA, Silanes, Resins, and Specialties</b> 800.334.4674	304.746.1623
	<b>RTV Products-Elastomers</b> 800.332.3390	304.746.1623
	<b>Sealants and Adhesives and Construction</b> 877.943.7325	304.746.1654
<b>Canada</b> Toronto, Canada	Within Canada Outside Canada	800.668.4644 905.858.5187
<b>Latin America</b> Argentina and Chile Brazil Mexico and Central America Venezuela, Ecuador, Peru, Colombia, and Caribbean E-mail: <a href="mailto:csla.gesosi@ge.com">csla.gesosi@ge.com</a>	+54.23.2055.2857 +55.11.4534.9650 +52.55.5899.5135 +58.212.285.2149	+54.23.2055.2811 +55.11.4534.9660 +52.55.5899.5138 +58.212.285.2149
<b>Europe, Middle East, Africa and India</b> E: <a href="mailto:ebusiness1.gebs@ge.com">ebusiness1.gebs@ge.com</a> E: <a href="mailto:cs-eur.osi@ge.com">cs-eur.osi@ge.com</a>	00.800.4321.1000	
<b>Pacific</b> Japan E-mail: <a href="mailto:helpdesk.momentive@momentive.com">helpdesk.momentive@momentive.com</a> China Korea Singapore	+81.276.20.6182 +86.21.5050.4666 +86.21.5050.4666 (ext. 1523) +65.6220.7022	
<b>Worldwide Hotline</b> <b>Worldwide Web</b>	<b>800.295.2392</b> <b>ge.com/silicones</b>	<b>+607.754.7517</b>

THE MATERIALS, PRODUCTS AND SERVICES OF THE BUSINESSES MAKING UP MOMENTIVE PERFORMANCE MATERIALS INC., ITS SUBSIDIARIES AND AFFILIATES, ARE SOLD SUBJECT TO MOMENTIVE PERFORMANCE MATERIALS INC.'S STANDARD CONDITIONS OF SALE, WHICH ARE INCLUDED IN THE APPLICABLE DISTRIBUTOR OR OTHER SALES AGREEMENT, PRINTED ON THE BACK OF ORDER ACKNOWLEDGMENTS AND INVOICES, AND AVAILABLE UPON REQUEST. ALTHOUGH ANY INFORMATION, RECOMMENDATIONS, OR ADVICE CONTAINED HEREIN IS GIVEN IN GOOD FAITH, MOMENTIVE PERFORMANCE MATERIALS INC. MAKES NO WARRANTY OR GUARANTEE, EXPRESS OR IMPLIED, (i) THAT THE RESULTS DESCRIBED HEREIN WILL BE OBTAINED UNDER END-USE CONDITIONS, OR (ii) AS TO THE EFFECTIVENESS OR SAFETY OF ANY DESIGN INCORPORATING ITS PRODUCTS, MATERIALS, SERVICES, RECOMMENDATIONS OR ADVICE. EXCEPT AS PROVIDED IN MOMENTIVE PERFORMANCE MATERIALS INC. STANDARD CONDITIONS OF SALE, MOMENTIVE PERFORMANCE MATERIALS INC. BUSINESS AND ITS REPRESENTATIVES SHALL IN NO EVENT BE RESPONSIBLE FOR ANY LOSS RESULTING FROM ANY USE OF ITS MATERIALS, PRODUCTS OR SERVICES DESCRIBED HEREIN. Each user bears full responsibility for making its own determination as to the suitability of Momentive Performance Materials Inc.'s materials, services, recommendations, or advice for its own particular use. Each user must identify and perform all tests and analyses necessary to assure that its finished parts incorporating Momentive Performance Materials Inc.'s products, materials, or services will be safe and suitable for use under end-use conditions. Nothing in this or any other document, nor any oral recommendation or advice, shall be deemed to alter, vary, supersede, or waive any provision of Momentive Performance Materials Inc.'s Standard Conditions of Sale or this Disclaimer, unless any such modification is specifically agreed to in a writing signed by Momentive Performance Materials. No statement contained herein concerning a possible or suggested use of any material, product, service or design is intended, or should be construed, to grant any license under any patent or other intellectual property right of Momentive Performance Materials Inc. or any of its subsidiaries or affiliates covering such use or design, or as a recommendation for the use of such material, product, service or design in the infringement of any patent or other intellectual property right.