

Velvesil\* E-Gel PMF emulsion  
**SOFT-FOCUS BENEFITS FROM AQUEOUS FORMULATIONS**



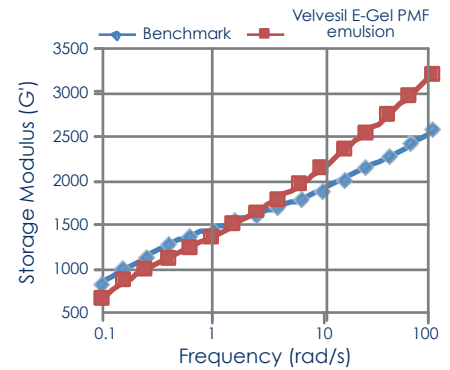
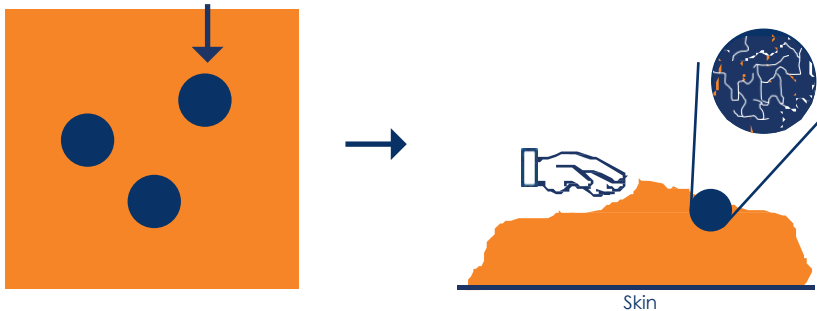
**SFDA registered**

INCI Name: Dimethicone/Vinyl Dimethicone Crosspolymer (and) Dimethicone (and) Isohexadecane (and) Cetearyl Methicone

Imagine the benefit of hidden wrinkles and an overall uniform complexion from your toner, or softer feeling skin from your cleanser. Velvesil E-Gel PMF emulsion can help achieve a cushioning sensory experience with additional soft-focus benefits out of the aqueous phase in formulations.

**Enhanced water phase sensory with Velvesil E-Gel PMF emulsion**

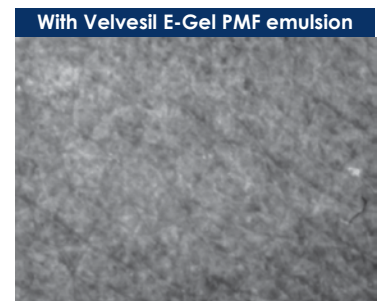
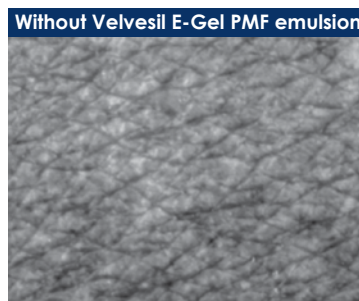
Swollen elastomer gel particles



Note: Test results. Actual results may vary.

**Robust soft-focus effect with Velvesil E-Gel PMF emulsion**

- Reduced contrast between skin wrinkles and flat skin areas.
- Silicone elastomer gel has a refractive index close to the skin to deliver a blurring effect.
- High efficiency to provide soft focus at low loading compared to anhydrous silicone elastomer gels.



Neat emulsion applied on inside forearm, recorded by VD 300 (Courage + Khazaka), ~2 mg/cm<sup>2</sup> skin  
 Note: Test results. Actual results may vary.

\* Velvesil is a trademark of Momentive Performance Materials Inc.

## Key Features and Typical Benefits of Velvesil\* E-Gel PMF emulsion:

- Soft-focus effect to mask wrinkles and hide skin imperfections
- Soft, cushioning sensory feel
- Excellent emollient profile
- No balling on rub-in
- Easy to use—cold processing capable
- Formulated without paraben and MIT preservatives
- SFDA listed INCI name

Typical properties are average data and are not to be used as or to develop specifications.



## Potential Applications for Velvesil E-Gel PMF emulsion:



### SKIN CARE

Masks  
Toners  
Essences

Serums  
Lotions  
Creams



### SUN CARE

Sunscreens  
Daily Wears



### COLOR COSMETICS

Foundations  
Concealers



### HAIR CARE

Shampoos  
Leave on Creams/  
Essences/  
Serums/Sprays

**MOMENTIVE**<sup>™</sup>  
inventing possibilities

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