



### COMMERCIAL TEAM FOCUS ITEMS

#### EMULSIFIERS

##### **Mirasil® C-DMP (COUNTERFEITING DOWSIL 5225 C, DOW):**

- Acts as the main emulsifier in W/Si or W/O emulsions. Cold process.

##### **(Mirasil®) Puresil™ Balance (COUNTERFEITING ABIL EM 90, EVONIK AND KF 6048, SHINETSU):**

- Emulsifying silicone for W/Si or W/O emulsions. High efficiency at low concentrations. Sensory without stickiness and increased spreadability. Acts as the main emulsifier or as a co-emulsifier.

#### ELASTOMERS

##### **Mirasil® C-DMX 12 (SAME INCI NAME AS DOWSIL 9040, DOW, HOWEVER WITH DISTINCT PERFORMANCE):**

- Silicone elastomer in gel form, acts as an emollient providing a silky sensory feel, with a matte effect. Does not form rolling. Provides viscosity to oily phases of amphiphilic formulations or emulsions.

##### **PURESIL™ BSG-5041:**

- Silicone elastomer gel, dimethicone grade. Velvety sensory, intense matte effect, blur effect, and lubricity donor.

##### **PURESIL™ BSG 200S:**

- Silicone elastomer gel, dimethicone grade. Velvety sensory, matte effect, blur effect, long-lasting effect and SPF booster.

##### **PURESIL™ ORG 03:**

- Silicone elastomer in vegetable ester. Eco-friendly. Velvety, creamy, and glowy sensory effect.

#### PHENYLATES

##### **Mirasil® Bright (ELKEM SPECIALTY):**

- Promotes high shine, anti-frizz, and long-lasting effect.

#### SENSORIAL MODIFIER

##### **Mirasil® Micropearl 40 (ELKEM SPECIALTY):**

- Consists of highly pure silicone resin spherical particles with a three-dimensional network. This thin white silicone resin powder provides an exceptional feel on the skin in various cosmetic formulations.



### COMMODITIES (FOCUS ON EVERYTHING)

- Mirasil® C-DML, Mirasil® C-DML LV, Mirasil® C-DML MV or Mirasil® C-DML HV:
- Cyclopentasiloxane (and) Dimeticonol.
- Mirasil® C-DMB: Cyclopentasiloxane (and) Dimethicone
- Mirasil® D-DML, Mirasil® D-DML LV, Mirasil® D-DML HV: Dimethicone (and)
- Dimethiconol
- Mirasil® DM 5 to 500 000: Dimethicone;
- Mirasil® CM5: Cyclopentasiloxane
- (Mirasil®) Puresil™ CAPRYLYL TSO: Caprylyl Methicone

### TOOLS

#### **Presentations:**

Puresil Elastomers\_Table

2024 Business Plan Focus Products

#### **Prototypes:**

##### **Makeup:**

1. CC Cream SPF 40 (Mirasil® C-DMP, Puresil Balance, Puresil BSG 5041).

MKP 1.130922.ctd

2. Blush Velvet (Puresil BSG 5041)

MKP 1.260423.ctd

3. Illuminating Base (Mirasil® C-DMP, Puresil Balance, Mirasil® C-DMX 12)

MKP 2.070322.ctd

##### **Hair Care:**

1. Silver Hair Shine and Perfume Spray (Mirasil® Bright)

HC 5.230124.ctd

2. Golden Hair Shine and Perfume Spray (Mirasil® Bright)

HC 6.230124.ctd

3. Shine Mask (Mirasil® Bright)

HC 1.041223.ctd

4. Hair Ends Repair (Mirasil® Bright)

HC 7.120423.ctd

##### **Sun Care:**

1. Facial Sunscreen SPF 50 (Puresil BSG 200 S)

SUN 1.090920.ctd

# BUSINESS PLAN 2024



## PERSONAL CARE

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### **SALES TEAM FOCUS**

- Commodities market
- Make up (Puresil BSG 200S, Puresil BSG 5041, Mirasil® CDM-P, Mirasil® Balance)
- Skin Care (Puresil BSG 200S, Puresil 5041, Mirasil® CDMX 12)
- Sun Care (Puresil BSG 200S)
- Hair Care (Mirasil® Bright)

### **BUSINESS DEVELOPMENT TEAM OPPORTUNITIES (INNOVATION):**

- Puresil™ ORG 03 (skin and hair / glow effect)
- Puresil™ TMS DM 30 (makeup film former / sticks / skin)
- Puresil™ Stearyl DM (makeup, sticks in general)
- Puresil™ Cetyl DM (makeup)