



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.

PHENYLATES

PURESIL™ ORG 03:

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

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

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)