

# PRESS RELEASE

Number 10

## in-cosmetics Global 2024

### WACKER Showcases Silicone Formulation for Water-Saving Hair-Care Products

**Munich, April 15, 2024 – WACKER is all set to present a range of selected silicone products for cosmetics and hair-care applications at this year’s in-cosmetics Global. The spotlight will be on the silicone elastomer gel BELSIL® EG 3000, the gum blend BELSIL® GB 3010 and the biomethanol-based BELSIL® eco EG 3001 and BELSIL® eco DM 3096. At the “Sensory Bar”, another highlight this year, WACKER will be showcasing a formulation for water- and energy-saving leave-in hair lotions that no longer need to be rinsed out after shampooing. This year’s edition of in-cosmetics Global will be held in Paris, France, from April 16 to 18.**

Conditioners are very popular, especially among those who prefer wearing longer hair. After treatment, the hair feels soft and silky and is easy to comb. Conditioners are usually applied after shampooing and rinsed out after a few minutes. This not only takes time, but also increases water and energy consumption.

At in-cosmetics Global, WACKER intends to reveal other options. The company will be presenting a formulation for leave-in hair care products for the very first time. In contrast to conventional hair conditioners, leave-in products remain on the hair. “Consumers may initially need some time getting used to it,” says hair-care specialist

Gerhard Beer, referring to common consumer habits. “For many, shampoos and rinse-off conditioners are part of their regular care ritual.”

On the other hand, cosmetics manufacturers continue to increase their focus on sustainability and conserving natural resources.

“Leave-in conditioners that remain on the hair and are not rinsed off are much more sustainable,” explains the silicone expert. “Firstly, these products have excellent care properties. Secondly, water and energy consumption in the shower can be significantly reduced by using such hair-care products. More than anything, you save time because you don’t have to rinse your hair at all.”

The formulation that will be on display at in-cosmetics Global essentially consists of the gum blend BELSIL® GB 3010 and the silicone emulsion BELSIL® DADM 3240 E. This is the first time that both products have been combined in this form: BELSIL® GB 3010, a gum blend which is frequently used in anti-split-end fluids, gives damaged hair a well-groomed appearance. BELSIL® DADM 3240 E, an emulsion that envelops the hair, ensures a good soft feel, good combability and long-lasting protection. A perfect match, so to speak.

### **Silicone Elastomer Gels with Organic Solvents**

The second highlight at the company’s booth are BELSIL® EG 3000 and BELSIL® eco EG 3001, which was recently awarded the Fountain Award for sustainable products at PCHi 2024. WACKER pursues an alternative formulation concept for these two silicone elastomer gels. Instead of a siloxane-based solvent, the products contain organic substances that are commonly used in the cosmetics

industry. BELSIL® EG 3000 is formulated with the organic solvent isohexadecane, while BELSIL® eco EG 3001 contains a mixture of undecane and tridecane. Isohexadecane is biodegradable to a limited extent. Undecane and tridecane are fully degraded by microorganisms in the environment. Laboratory tests show that, in terms of their properties and performance, the new gels are virtually equal to siloxane-based products.

BELSIL® eco EG 3001 offers another advantage. As indicated by the suffix “eco,” the gel is manufactured using raw materials from renewable sources. The methanol in the production of siloxane is 100 per cent plant based. The solvent is likewise obtained from renewable raw materials. This makes BELSIL® eco EG 3001 a resource-conserving, ecologically beneficial alternative to silicone elastomer gels based on fossil raws.

### **New Gum Blends for Hair Care**

At in-cosmetics 2024, the spotlight will also be on the gum blend BELSIL® eco DM 3096. Due to its conditioning properties, the blend is likewise suited for formulating hair-care products. Treatment with such products gives rise to smooth, shiny hair. Damaged hair can attain a natural, healthy appearance. BELSIL® eco DM 3096 is based on biomethanol and thus a resource-conserving version of the established gum blend BELSIL® DM 3096. As with all of WACKER’s BELSIL® eco products, their manufacture is certified to the REDcert<sup>2</sup> standard.

**Other Highlights at in-cosmetics Global:**

- ▶ **BELSIL® WO 3700** is a silicone-based, nonionic emulsifier developed for water-in-oil and water-in-silicone formulations. This versatile product can be combined with all cosmetic oils and many active ingredients. BELSIL® WO 3700 is suitable for the formulation of skin-care products, sunscreens and makeup.
  
- ▶ **BELSIL® GB 3010** was developed for hair-care products in which the solvents should fully evaporate after application. The gum blend therefore contains the volatile organic solvent isododecane. This makes BELSIL® GB 3010 an alternative to conventional gum blends that contain volatile siloxanes as a solvent. The product is typically used to formulate anti-split-end fluids.

**Visit WACKER at in-cosmetics Global 2024, Booth 1N100.**



WACKER will be presenting a “Sensory Bar” at this year’s in-cosmetics Global in Paris. The spotlight here will be on a formulation for leave-in conditioners which remain on the hair and are not rinsed out. This saves water and energy. (Photo: WACKER)







At in-cosmetics Global, WACKER will also showcase the transparent silicone elastomer gel BELSIL® eco EG 3000. As an additive in products such as moisturizing creams, foundations and deodorants, the product imparts a pleasant skin feel. (Photo: WACKER)

**Note:**

These photos are available for download at:  
<http://www.wacker.com/pressreleases>

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**The Company in Brief:**

WACKER is a global company with state-of-the-art specialty chemical products found in countless everyday items, with applications ranging from tile adhesives to computer chips. It has a worldwide network of 27 production sites, 22 technical competence centers and 48 sales offices with some 16,400 employees and annual sales of around €6.4 billion (2023).

WACKER operates through four business divisions. The chemical divisions WACKER SILICONES and WACKER POLYMERS supply products (silicones, polymeric binders) for the automotive, construction, chemical, consumer goods and medical technology industries. WACKER BIOSOLUTIONS, the life sciences division, specializes in bioengineered products such as biopharmaceuticals and food additives. WACKER POLYSILICON produces hyperpure polysilicon for the semiconductor and photovoltaic industries.