

A close-up photograph of a woman's face, focusing on her lips and chin, with her hand resting near her neck. The image has a soft, warm tone.

As men and women have become more attentive of their bodies, they have become more demanding of personal care products.

They are not asking simply for better products, they are asking for entirely new categories of products.

Dow Corning® silicones can help you meet these demands.

In daily care, they enhance the performance of cosmetic products. On the skin, they soften, provide lubricity, and improve cosmetic feel. On the hair, they increase manageability and luster. Under the arm, they aid antiperspirant effectiveness without stain, sting, or stickiness.

And in virtually all applications, they are safe and compatible with other product ingredients.

Dow Corning silicones may be just what you are looking for to formulate products that are just what your customers are looking for.

To learn more about Dow Corning silicones in personal care products, send for our Body brochure. Write: Dow Corning Corporation, Dept. D-1025, Midland, MI 48640.

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