



Substitutes are a sad excuse for Dowicil 200 preservative.

It's downright sad how a fresh face can be ruined by cosmetics gone stale. There's far less chance of that happening with proper use of DOWICIL® 200 preservative. Effective at low concentrations, too? You bet. It's two to eight times more effective than almost any other shelf preservative. This means pseudomonas and other microorganisms won't be making your well-designed makeup old before its time.

DOWICIL 200 is compatible with common formulation components also, including nonionic emulsifiers. And it has a favorable toxicity profile, supported by tox data, and is fully registered. (EPA-464-375 and on FDA Master File).

Where else can you use DOWICIL 200? Glad you asked. Hand creams, face creams and hair dressing. Shaving products, suntan products, shampoos, dermatologicals and waterless hand cleansers. Surgical scrubs and topical steroid ointments, too.

So come on. Help those who buy your cosmetics put on a happy face. Talk to your Dow representative soon. Designed Products Department, Midland, MI 48640.



DOW CHEMICAL U.S.A.

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