



## Press Release

### An increasingly committed player in the industry of Silicones for Personal Care.

Ittervoort, Netherlands (28<sup>th</sup> July 2011)

With an extensive experience in silicones, BRB International BV is one of the largest independent producer in the world who has nowadays gained a unique supplier positioning in Personal Care:

- ability to supply cost effective ingredients in all situations over the years,
- possibility for buyers to eliminate most single sourcing issues,
- much wider customization flexibility than other silicone players.

#### Ambition, Flexibility, Innovation...

BRB offers greater flexibility and quicker turnaround than its competitors. At the same time, BRB's focus on base R&D, technical field support and unique, customized products differentiates BRB from smaller suppliers and middleman distributors.

The development of BRB International BV has always been organic, due to its focus on innovations and to a problem solving approach in its markets.

To highlight this success in the Personal Care Industry, BRB will for the first time independently exhibit **in-cosmetics in Bangkok, on 2-4 November 2011**.

During this exhibition, BRB will launch the following **new products** (see below).

#### Trimethylsiloxysilicate

This highly cross-linked silicone resin is primarily used for its film-forming attributes. In sunscreen, skin care and color cosmetic applications, **BRB Trimethylsiloxysilicate** is an excellent water-resistant additive and helps holding pigments in place. In skin care formulations, it brings a long-lasting effect in protective creams, baby creams, insect repellent and sunscreen creams and lotions. In hair care compositions, the silicone resin provides volume and body, while imparting humidity resistance to the hair.

The main features of the **BRB Trimethylsiloxysilicate** products are:

- Film forming
- Unique Feel
- Resistant to staining by water borne materials
- Water-repellency
- Long lasting emolliency with very little slip

BRB Silicones offers the following **Trimethylsiloxysilate** product range:

- **BRB TMS: *Trimethylsiloxysilate powder form MQ Resin.*** It has excellent flowability, prevents agglomeration and maintains the free-flowing characteristics in loose-powder products and can be compounded with polydimethylsiloxanes and cyclics.
- **BRB TMS-30D: *30% Trimethylsiloxysilate in Dimethicone.*** It has properties similar to a moderately high viscosity silicone oil. but with superior water repellency. It is ideal in formulating products for "working hands" where lubricity is undesirable.
- **BRB TMS-50C: *50% Trimethylsiloxysilate in Cyclopentasiloxane.*** After the evaporation of Cyclopentasiloxane, the high molecular weight resin forms a highly durable film.
- Custom made formulations

Reminder of the new products launched by BRB over the last 12 months:

### Crosspolymers

Being rich of an experience of customizing a versatile range of polymer - fluid blends, BRB is now offering a complete range of silicone Crosspolymers (INCI Dimethicone or Cyclopentasiloxane / Vinyl Dimethicone Crosspolymer).

Crosspolymers are unique products acting as thickening agents for water-in-oil and water-in-silicone formulations, compatible with a variety of lipophilic active ingredients such as fragrances, sunscreens, vitamins etc. They provide dry smoothness and a light silky, non-greasy skin feel. Applications vary from body and skin care to color cosmetics.

### D5 Alternatives (INCI Dimethicone)

Cyclopentasiloxane is a widely used base fluid in a very large number of personal care products such as antiperspirants, deodorants, hair sprays, cleansing creams, skin creams, lotions and stick products, bath oils, sun tan and shaving products, make-up and nail polishes.

However questions are being raised about the effect of cyclopentasiloxane on the environment by Canadian regulatory bodies due to its potential effects on the environment. This has driven a number of customers to launch D5 replacement studies.

BRB supports this move by launching a range of D5 alternatives: in addition to the low viscosity volatile dimethicones (BRB DM 1, 1.5 and 2 cSt), BRB offers two new dimethicones, BRB DM 55 and BRB DM 66 who perfectly match the volatility profile of D5 and D5/D6 blend respectively, thus offering a straightforward replacement alternative in formulations.

BRB's range of low viscosity dimethicones allows customers to formulate away from D5 and still offer effective products that deliver the enhanced sensory properties of silicones.

## **Titanium Dioxide Dispersions**

Sun protection is still a big theme within the personal care industry. Not only in sunscreen products, but also in foundations and hair care where sun protection is needed.

BRB TD 50 and BRB TD ISO are dispersions of titanium dioxide in volatile carriers (D5 and isohehexadecane respectively). The products are designed for use in sunscreens as well as other skincare and make-up products. BRB Titanium Dioxide products are REACH registered.

BRB TD dispersions bring:

- Low viscosity and very stable high solids dispersion
- High transparency that facilitates transparent formulations without the use of organic UV absorbers
- High sun protection factor
- Enhanced water resistance
- Smooth, non-tacky skin feel

**BRB Silicones in Personal Care... The Power of Smart Ingredients.**



***A perfect mix of dynamic and youthful élan.***

*BRB International BV, a dynamic and innovative company, has an extensive experience in the fields of Silicones, Lubricants, Additives and Chemicals. BRB International BV is now of its kind, one of the largest independent and privately owned companies in the world with a turnover close to €100 million.*

*From the large range of products marketed by two business units (Silicones and Lubricants, Additives & Chemicals), BRB International BV supplies to a broad range of customers in many different markets, including Lube Oil Blending, Cosmetic Industry, Graphic Industry, Automotive, Off Shore Industry and High Tech industries.*

*Established in 1981, headquartered in the south of the Netherlands, BRB International BV has created an effective worldwide supply chain network with offices and warehouses in the UK, Poland, United States, Malaysia, Australia, China and Singapore. Our manufacturing sites are located in Europe, Asia and the United States.*

***The Power of a Silicone Major, the Flexibility of a Formulator.***

*BRB Silicones, a business unit of BRB International BV, is a producer of specialty silicones like emulsions, antifoams, water repellants, elastomers, lubricants, silanes, resins, silicone polyethers, dimethicone & cyclomethicone blends, cross polymers and many more customized products. BRB Silicones also supplies a very broad range of core and specialty intermediates to all the silicone industry with a superior combination of product supply regularity and competitive pricing.*

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