



**The power of
smart ingredients
for personal care**



Customer focused, innovate now and be enterprising

BRB Silicones, a business unit of BRB International B.V., is a leading producer of specialty silicones, serving a diverse range of industries worldwide.

Founded in 1981 and headquartered in the Netherlands, BRB International B.V. has built a robust global supply chain, with strategically located offices and warehouses across the UK, Poland, South Africa, the United States, Canada, Malaysia, China, Singapore, Turkey, Dubai, and South Korea. With state-of-the-art manufacturing facilities in Europe, North America, and Asia, we ensure high-quality production and reliable supply to meet our customers' evolving needs.

As a proud subsidiary of PETRONAS Chemicals Group Berhad, BRB now leverages enhanced global reach and cutting-edge innovation, strengthening our position as a key player in the specialty silicones industry.

Product range

BRB Silicones offers a comprehensive range of silicone products, including emulsions, antifoams, water repellents, elastomers, lubricants, silanes, resins, dimethicone & cyclomethicone blends, dimethicone copolyols, crosspolymers, and customized solutions tailored to diverse industry needs.

In addition, we provide an extensive selection of core and specialty intermediates, ensuring unmatched reliability in supply and highly competitive pricing.

Driven by flexibility, innovation, and a strong commitment to customization, BRB Silicones continues to experience sustained global growth, solidifying its position as a trusted partner in the specialty silicones market.

Our commitments in the personal care market

The personal care industry is a key strategic focus for BRB Silicones, and we continuously invest in talent and cutting-edge technology to reinforce our commitment to this dynamic market.

Our expanding product portfolio offers a well-balanced mix of high-volume commodity silicones and high-performance specialty solutions, catering to diverse formulation needs.

With a growing technical service team, we collaborate closely with our customers to develop trend-driven, innovative, and cost-effective formulations, helping them stay ahead in a competitive market. Silicones remain indispensable in personal care applications, enabling the creation of high-performance, aesthetically enhanced products. Even in small quantities, silicones deliver powerful benefits, proving that smart ingredients drive superior formulations.

Empowering beauty through empathic consumer engagement, fueled by an infinite array of cosmetic ingredients solutions

In the world where beauty standards are constantly evolving, we believe in empowerment through cosmetics that go beyond skin-deep.

Our journey begins with: **Emfinity®**

We **em**power individuals by harnessing the power of cosmetic ingredients to not only enhance our beauty but also, to foster inner confidence and self-expression.

Through meticulous research and development, we have cultivated a line of ingredients that speak to the diverse needs and desires of cosmetic formulators.

Our approach is rooted in **em**pathy, understanding that each person's journey towards self-acceptance is unique. We listen, we learn and we craft technologies and formulations that resonate with the individual, embracing diversity and celebrating uniqueness.

But our commitment doesn't end there. We believe in an **in**finity of solutions, recognizing that innovation knows no bounds. With a dedication to continuous improvement, we push the boundaries of what's possible in cosmetics, constantly seeking new technologies to elevate the beauty experience.

A photograph of two young women with long brown hair, smiling and holding their hands together in a heart shape. They are positioned behind a glass dropper that is dispensing a clear liquid. The background is a soft-focus outdoor setting. The entire image has a teal-colored overlay at the bottom.

Emfinity®

Silicone technology is known to offer pre-eminent multifunctional conditioning effects for all hair types.

These materials deliver unparalleled detangling, unique softness and excellent shine effects. They are the go-to technology to rejuvenate damaged hair, treat dryness, restore cuticle integrity, improve hair strength and protect from the effects of styling heat treatments. They are able to reduce flyaway problems, improve texture, minimise unwanted frizz effects and impart excellent color protection.

Silicones are easily formulated not to accumulate allowing a highly desirable non-greasy, silky touch. Our portfolio of silicones can meet all your hair treatment needs.

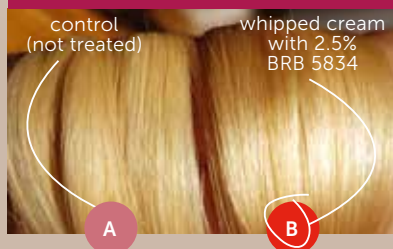
Benefits

- Supreme conditioning
- Softness / silkiness
- Shine
- Ease of detangling
- Dry combing force reduction
- Wet combing force reduction
- Thermal protection
- Color protection
- Frizz & flyaways reduction
- Volume
- Cuticle sealers
- Prevent hair breakage
- Reduce dry time

Applications

- Rinse off and leave on conditioners
- Shampoo
- Hairstyling
- Hair dyes

Shine



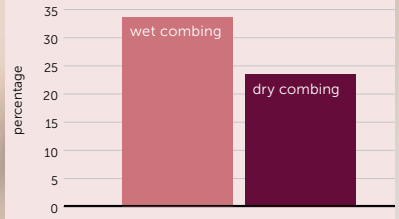
Thermal protection



BRB 5446 protects from heat damage, preventing cuticle to crack.
A: Control versus
B: 2% BRB 5446 + 1.5% BRB 1288 after 50 cycles of hair straightening at 230°C

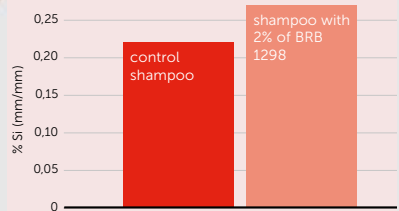
Silicones are the best unbeatable conditioners for hair care

Combing force reduction



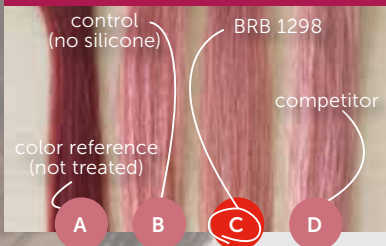
Shampoo and conditioner containing BRB 5446 shows a wet combing force reduction of 34% and dry combing force reduction of 24%, compared to control shampoo and conditioner

Build-up effect



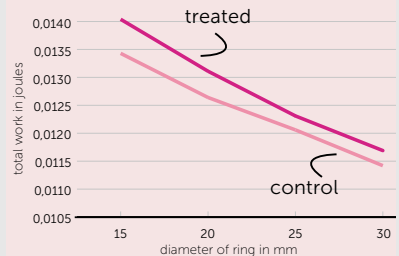
BRB 1298 shampoo does not present significant build-up effect compared to control shampoo

Color protection

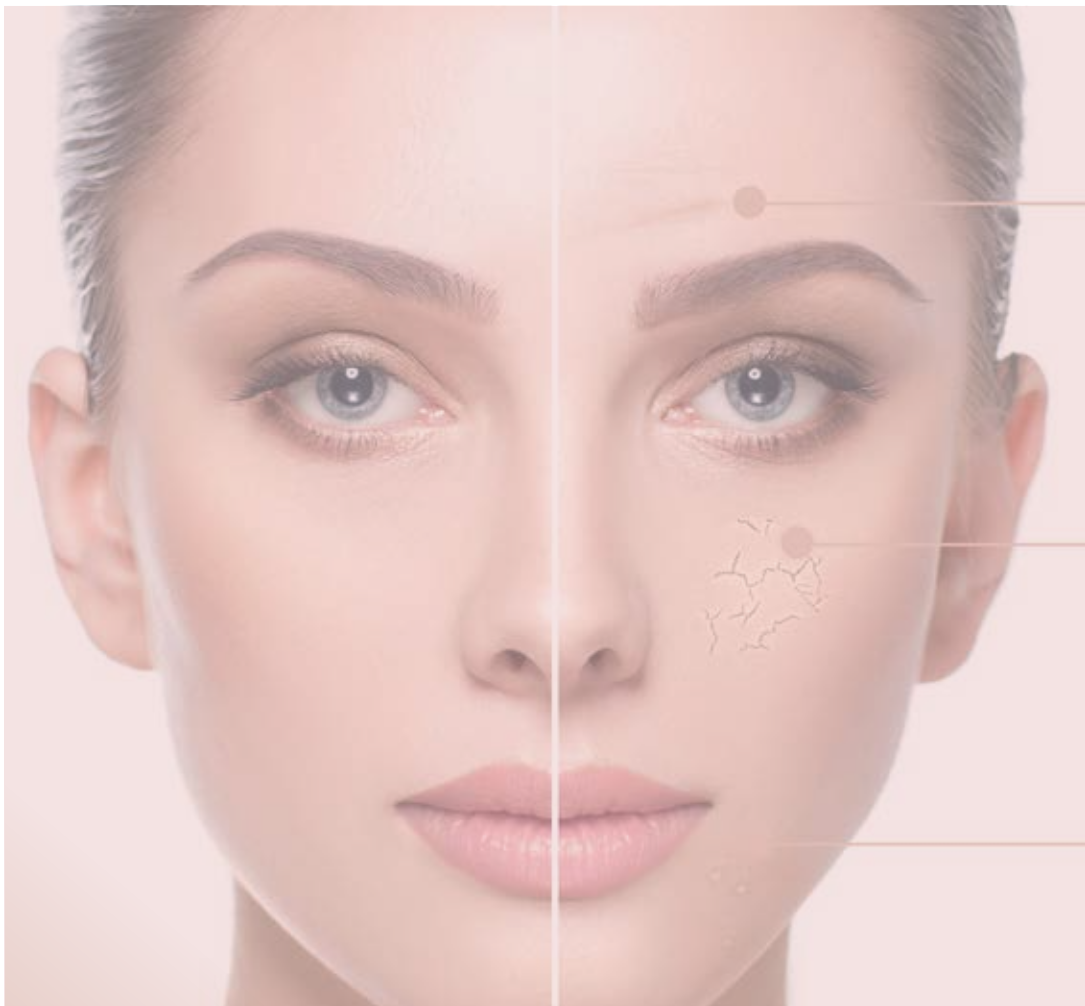


Visible results after 15 cycles of washing, conditioning and styling using a shampoo and conditioner with 5.0% BRB 1298

Volume



The ring method for evaluation of tress volume
Shiner whipped cream (leave-in) which contains 3% of BRB 5834 compared with its control



Silicones deliver a flawless, highly desirable sensory effect which is silky smooth and velvety.

In AP/DEO formulations they impart an important tack-free, anti-whitening character together with non-cooling, rapid drying. Silicone's unique lubricity is important to uniformly spread and level the broadest spectrum of actives and UV filters in modern skincare systems.

They can form a powerful water resistant shield to protect skin from external aggressions, whilst simultaneously allowing pores to breath.

Besides creating innovative and luxury textures, they have an important role delivering immediate soft focus effects, masking wrinkles and skin imperfections.

Silicones can create a breathable shield which protects from external aggressions

Benefits

- Softness / silkiness
- Anti-whitening
- Moisturizing
- Thickening aid / texturizing agents
- Enhance spreading
- Reduce tackiness
- Water resistance
- Emulsifier
- Reduce dry time
- Soft focus & mattifying effect
- Wrinkle / imperfection masking
- Anti-pollution shield

Application

- Moisturizers
- Cleansers, scrubs
- Body wash and shower gel
- Face and body treatments
- Face and body masks
- Eye care
- Sun care
- Self tanners
- Lip treatments
- Wet wipes
- Men care
- AP DEO
- Baby care
- Hair removal and shaving

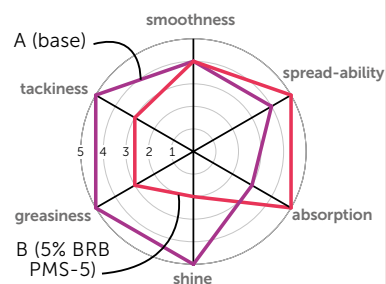
Good for

- Sensitive skin
- Acne treatments
- Oil free formulas
- Hypoallergenic applications

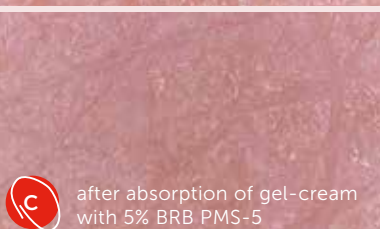
Immediate visibly reduction of fine lines and wrinkles.

Skin close-up
(x 1000)

Sensory results



Soft focus effect



Silicones disperse pigments and tints, delivering uniform coverage and color homogeneity. They ensure a long lasting color fixation effect with zero bleed and transfer issues.

They reduce a cosmetic's drying time and can be formulated to achieve water resistance, with limitless possibilities to impart gloss, sheen or matt effects. Silicones allow unparalleled wear comfort, eliminating the heaviness often associated with pigments or other additives, thereby improving final sensory.

Benefits

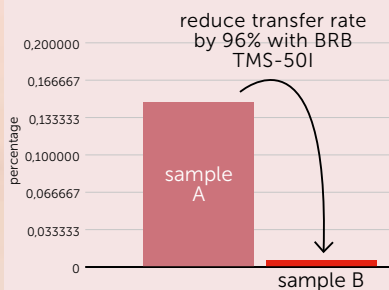
- Softness / silkiness
- Gloss
- Pigment spreading enhancers
- Prevent pigment agglomeration
- Transfer resistance / long lasting
- Moisturizing
- Thickening aid / texturizing agents
- Emulsifier
- Soft focus & mattifying effect
- Wrinkle / Imperfection masking
- Reduce tackiness
- Reduce dry time
- Anti-pollution shield
- Water resistance

Applications

- Foundations, BB & CC creams, tinted moisturizers
- Face primers
- Concealers and color correctors
- Setting sprays
- Powders
- Highlighters and contours
- Cheek blushers and bronzers
- Eyeliners, eyepencils
- Eye mascaras and eye shadows
- Lipsticks, lipgloss, lipstains, lip plumpers, lip liners
- Nail polishes, nail base & top coats, nail dryers and treatments

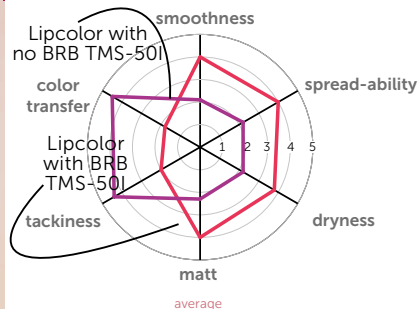
“The perfect color formula can be remarkably improved by adding silicones, which ensure the right coverage, confer long-lasting effects and condition skin

Color transfer rate



No color transfer: Reduction of transfer effect after 10 min. Sample A: lipcolor with no BRB TMS-50I. Sample B: lipcolor with 30% BRB TMS-50I

Sensory results



Sensory results: Smoothness, good spreadability, matt result, reduce dry time, reduce tackiness

Product overview

BRB product	INCI		
Volatile fluids	Fast evaporation solvents and light emollients	Viscosity (cSt)	Refractive index
Emfinity®CM 40	Cyclotetrasiloxane	2.4	1.394
Emfinity®CM 50	Cyclopentasiloxane	4	1.397
Emfinity®CM 56-S	Cyclopentasiloxane (and) Cyclohexasiloxane	6	1.398
Emfinity®CM 60	Cyclohexasiloxane	6.8	1.402
Emfinity®DM 0.65	Disiloxane	0.65	1.375
Emfinity®DM 1	Trisiloxane	1	1.382
Emfinity®DM 1417	Dimethicone (and) Trisiloxane	1.5	1.389
Emfinity®DM 1.5	Dimethicone	1.5	1.387
Emfinity®DM 2	Dimethicone	2	1.389
Emfinity®DM 55	Dimethicone	3.3	1.394
Emfinity®DM 66	Dimethicone	6	1.395
Dimethicone fluids	Soft emollients for the right spreadability	Viscosity (cSt)	Refractive index
Emfinity®DM 5	Dimethicone	5	1.396
Emfinity®DM 6	Dimethicone	6	1.397
BRB DM 10	Dimethicone	10	1.399
BRB DM 20	Dimethicone	20	1.400
BRB DM 50	Dimethicone	50	1.402
BRB DM 100	Dimethicone	100	1.403
BRB DM 200	Dimethicone	200	1.403
BRB DM 350	Dimethicone	350	1.403
BRB DM 1000	Dimethicone	1,000	1.403
BRB DM 60000	Dimethicone	60,000	1.403
BRB DM 100000	Dimethicone	100,000	1.404
Phenyl Modified Silicones	Enhance gloss with good pigment compatibility	Viscosity (cSt)	Refractive index
Emfinity®PS PTM 20	Phenyl Trimethicone	22.5	1.460
Gum blends	Excellent conditioners with silky touch	Viscosity (cSt)	GUM (%)
Emfinity®GB 1735	Cyclopentasiloxane (and) Cyclotetrasiloxane (and) Dimethiconol	5,500	13
Emfinity®GB 1744	Cyclotetrasiloxane (and) Dimethiconol (and) Cyclopentasiloxane	7,500	18
Emfinity®GB 1755	Cyclotetrasiloxane (and) Cyclopentasiloxane (and) Dimethiconol	7,500	16
Emfinity®GB 1834	Cyclopentasiloxane (and) Dimethiconol	6,000	15
Emfinity®GB 1844	Cyclopentasiloxane (and) Dimethicone	6,000	15
Emfinity®GB 1934	Cyclopentasiloxane (and) Dimethiconol	10,000	15
Emfinity®GB 1736	Dimethicone (and) Dimethiconol	4,000	13
Emfinity®GB 1740	Dimethicone (and) Dimethiconol	1,500	12
Emfinity®GB 1860	Dimethicone (and) Dimethiconol	4,500	15
Emfinity®GB 1819	Dimethicone	3,300	14
Emfinity®GB 1859	C11-13 Isoalkane (and) Dimethicone	10,000 - 12,000	18 - 22
Emfinity®GB 1861	C11-13 Isoalkane (and) Dimethiconol (and) Isohexadecane (and) Dimethicone	16,000	26
Emfinity®GB 1864	C13-14 Isoalkane (and) Dimethiconol	4,000 - 6,000	15
Emfinity®GB 1875	Isododecane (and) Dimethicone	1,100	15

BRB product

INCI

Crosspolymers	Velvety, powdery and mattifying touch	Viscosity (cSt)	Cross-polymer (%)	
Emfinity®SG 106	Cyclopentasiloxane (and) Dimethicone/Vinyl Dimethicone Crosspolymer	30,000	11	
Emfinity®SG 116	Cyclopentasiloxane (and) Dimethicone/Vinyl Dimethicone Crosspolymer	55,000	12	
Emfinity®SG 117	Cyclopentasiloxane (and) Dimethicone/Vinyl Dimethicone Crosspolymer	10,000	6	
Emfinity®SG 506	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	30,000	14	
Emfinity®SG 516	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	30,000	11	
Emfinity®SG 532	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	950,000 - 1,200,000	15-19	
Emfinity®SG 534	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	400,000 - 650,000	18-22	
Emfinity®SG 517	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	10,000	10	
Emfinity®SG 210	Cyclopentasiloxane (and) Dimethicone Crosspolymer	450,000	<12	
Emfinity®SG 250	Dimethicone (and) Dimethicone Crosspolymer	400,000	<20	
Emfinity®SG 270	Isododecane (and) Dimethicone Crosspolymer	400,000	<15	
Silicone copolymols	Cold processable emulsifiers/co-emulsifiers for long stability emulsions	Viscosity (cSt)	Calculated HLB	Water solubility
Emfinity®SPE 523	PEG/PPG-18/18 Dimethicone	2,000	8	Yes
Emfinity®SPE 526	PEG-12 Dimethicone	300	13	Yes
Emfinity®SPE 423	Cetyl PEG/PPG-10/1 Dimethicone	1,250	5	No
Emfinity®SPE6340, 6341	PEG-10 Dimethicone	600	4.5	No
Emfinity®SPE 6373	Cyclopentasiloxane (and) PEG/PPG-18/18 Dimethicone	30	2	No
Silicone emulsions	Supreme conditioners for hair care	Emulsifier type	Particle size (µm)	Silicone (%)
Emfinity®SEM 9719	Dimethicone (and) Laureth-4 (and) Laureth-23 (and) Salicylic Acid	Non-ionic	<1 (macro)	50
Emfinity®SEM 1018	Dimethiconol (and) TEA-dodecylbenzenesulfonate	Anionic	0.6 (macro)	60
Emfinity®SEM 1288	Amodimethicone (and) Trideceth-12 (and) Cetrimonium chloride	Cationic	<1 (macro)	35, 50
Emfinity®SEM 1298	Amodimethicone (and) Trideceth-7 (and) Trideceth-5 (and) Propylene Glycol (and) Trideceth-12	Non-ionic	<0.1 (micro)	20
Emfinity®SEM 5446	Silicone Quaternium-17 (and) Trideceth-7 (and) Trideceth-5	Non-ionic	<0.1 (micro)	15
Emfinity®SEM 5834	Phenyl Trimethicone (and) Silicone Quaternium-17 (and) Laureth-4 (and) Laureth-23	Non-ionic	<0.1 (micro)	17
Amodimethicones	High stability oils for hair dyed protection	Viscosity (cSt)	N content (%)	
Emfinity®ADM 240	Amodimethicone	4,000	0.2	
Emfinity®ADM 430	Amodimethicone	3,000	0.4	
Emfinity®ADM 242	Bis-Hydroxy/Methoxy Amodimethicone	5,000	0.18	
Alkyl Dimethicones	Organic compatible emollients with unique sensory	Viscosity (cSt)	Refractive index	Melting Point (C)
Emfinity®AS 2835	Cetyl Dimethicone	45	1.440	
Emfinity®AS CAM	Caprylyl Methicone	3	1.413	
Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	*	1.447	37
Emfinity®AS 2844	Bis-PEG-18 Methyl Ether Dimethyl Silane	*	*	40
Silicone resins	Mattifying and soft focus powder agents	Particle size (µm)	Resin (%)	
Emfinity®SR PMS-2	Polymethylsilsesquioxane	2	100	
Emfinity®SR PMS-5	Polymethylsilsesquioxane	5	100	
Silicone resins	Long lasting emollients and water repellents	Viscosity (cSt)	Refractive index	Resin (%)
Emfinity®SR TMS	Trimethylsiloxysilicate	-		100
Emfinity®SR TMS-50C	Cyclopentasiloxane & trimethylsiloxysilicate	200	1.405	50
Emfinity®SR TMS-50I	Isododecane & Trimethylsiloxysilicate	10	1.420	50
Emfinity®SR TMS-30D	Dimethicone & trimethylsiloxysilicate	700	1.409	30
Emfinity®SR Color lock	Isododecane (and) Trimethylsiloxysilicate (and) Dimethicone	4,000	1.415	25
		Silicones for personal care 15		



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