



CLARIANT

Discover Value **EMULSIFIERS FOR PERSONAL CARE PRODUCTS**

This story highlights Clariant's emulsifier – Emulsogen® WSI for the Personal Care industry as a 'water-in-oil' and 'water-in-silicone' product. This product is well received and appreciated by the cost driven regional market for its excellent performance properties.



In a dynamic world driven by ever-changing consumer needs, most personal care product companies and brands are faced with challenging demands of delighting the customer with innovative products. Leveraging on the unique property of silicones for natural skin smoothness, Clariant teams in Asia have innovated and created Emulsogen® WSI, a premier silicone emulsifier. This new addition to our emulsifier portfolio has enabled our customers to develop tailor-made formulations to address consumer needs.

WHAT DOES OUR PRODUCT DO?

Emulsogen® WSI is a 'water-in-oil' and 'water-in-silicone' emulsifier, which can be used as an emulsion in skin cream, skin lotion, BB cream, foundation and colored/colorless cosmetic products. Its unique and powerful emulsifying capability along with transparency, enhances and renders a smooth and natural texture to the skin, while augmenting the ease of application.

HOW DOES OUR PRODUCT OFFER AN INNOVATIVE EDGE?

Emulsogen® WSI offers excellent emulsification potential requiring a maximum of 10% of the product (in 90% water and other ingredients) in the formulation. It is low viscosity, colorless and transparent, making it easier to be incorporated in skin foundations and other cosmetic products. It gives a rich feel and smooth textured skin after application. It offers all its unique advantages without compromising on the compatibility with other ingredients of the product formulations. Thus, it caters to specific customer needs of a stable and cost-effective formulation and is among the best available in the market.

IS OUR PRODUCT PROMISING A SUSTAINABLE ADVANTAGE?

Compared to conventional silicone products, Emulsogen® WSI is a greener, water soluble and non-ethoxylated alternative.