

PRESS RELEASE

Number 4

IN-COSMETICS 2007: WACKER Showcases Novel Hairstyling Polymer

Munich, January 25, 2007 – WACKER is showcasing a novel hybrid polymer for hairstyling products at IN-COSMETICS in Paris from April 17 to 19, 2007. This silicone/vinyl acetate copolymer makes it possible for the first time to produce water-based hairsprays that not only provide a firm hold, but also give hair a natural feel. These two properties were thought to be incompatible until now.

Hairsprays ensure that a hairstyle keeps its form for as long as possible. However, consumers have come to expect a lot more from their hairspray. Studies show the pleasant feel of hair has become just as important as a strong hold. And WACKER's newly developed hybrid polymer Wacker-Belsil® P 101 makes a big difference here. It lends hair a firm hold – without impairing the soft feel.

The new product mainly consists of two building blocks: inorganic silicone on the one hand and organic vinyl acetate on the other. Lab studies and panel testing show that this hybrid polymer combines the positive properties of silicones with those of organic polymers that have proved effective in hairstyling products.

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Wacker-Belsil® P 101 outstandingly fulfills key requirements for hairspray fixing agents. Classified as having no known health risks when used as intended, WACKER's hybrid polymer is not hygroscopic, i.e. it does not draw any water from moist air. Unlike conventional organic hairstyling polymers, the hybrid is ideal for formulating hairsprays with a high water content while avoiding any sticky film. Thus, the product can be used to make aerosol and pump sprays.

Formulations with Wacker-Belsil® P 101 produce a fine spray that provides optimum distribution on the hair. Despite the high water content, such formulations dry faster than hairsprays based on organic polymers. Test formulations of Wacker-Belsil® P 101 were applied to hair fibers. These fibers retained their elasticity even after repeated mechanical fatigue testing. Curls readily keep their shape for a long time even when air humidity is high. The hairstyle therefore stays in shape even in very moist air.

The effects of the new hairstyling polymer received positive and well-balanced ratings in panel tests. The results show that the hybrid polymer ensures a firm hold, greatly enhances combability and gives hair the excellent, pleasant and silky soft feel typical of silicone products.

A further benefit for customers is that WACKER has over 50 years of expertise in both silicone and vinyl-acetate production. Such vertical integration ensures that the novel hybrid polymer has a consistently high level of quality.

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Visit WACKER at IN-COSMETICS, April 17-19, 2007, Hall 4 /
Booth F 90.

Pictures below are available on request at
www.wacker.com/pressreleases



Wacker-Belsil® P 101's low viscosity results in droplet sizes with outstanding dispersion and allows very good spreading on the hair. (Photo: Wacker Chemie AG)



The measurement of curl retention indicates how readily a hair curl will be retained in moist air. After 24 hours, tresses of hair treated with a Wacker-Belsil® P 101-based hairspray have 85 to 93 percent curl retention (which will be determined by the amount of polymer used) at 90 percent air humidity.
(Photo: Wacker Chemie AG)

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The company in brief:

WACKER is a globally active chemical company with some 14,400 employees and annual sales of around €2.76 billion (2005, IFRS-compliant). WACKER has 22 production sites and over 100 sales offices worldwide.

WACKER SILICONES

Silicone fluids, emulsions, rubber and resins; silanes; pyrogenic silicas; thermoplastic silicone elastomers

WACKER POLYMERS

Dispersible polymer powders and dispersions for applications in the construction industry; solid resins; surface coating resins; polyvinyl butyrals

WACKER FINE CHEMICALS

Fine chemicals, biologics and other biotech products, such as cyclodextrins and cysteine

WACKER POLYSILICON

Polysilicon for the semiconductor and photovoltaics industries

Siltronic

Hyperpure silicon wafers and monocrystals for semiconductor devices