

# A conversation with Dirk Soontjens,

## Global Skin Care Market Leader, Dow Corning

**EURO COSMETICS:** *As a global leader in silicones you've developed a new water-in-oil emulsifier, Dow Corning® ES-5600 Silicone Glycerol Emulsifier. What is so special about it?*

**Dirk Soontjens:** Dow Corning ES-5600 Silicone Glycerol Emulsifier is an all-in-one formulation – it addresses beauty care consumers' steadily growing demand for advanced, new, multifunctional products such as complex BB and CC creams and high-SPF foundations that help streamline their busy lives. Our innovative water-in-oil emulsifier with diglycerol hydrophilic functionality enables formulators to achieve exceptional performance in polyethylene glycol (PEG)-free systems to meet modern consumers' needs.

**EURO COSMETICS:** *For which products is the Emulsifier suitable?*

**Dirk Soontjens:** The emulsifier is ideal for BB and CC creams, anti-aging formulations, and sun blocks.

**EURO COSMETICS:** *And what about the compatibility?*

**Dirk Soontjens:** The emulsifier offers very broad range of compatibility, giving formulators the flexibility to combine a wide variety of oil phases with pigments, sunscreen molecules and active ingredients. It enables elegant, lightweight formulations and enhances attractiveness by providing color intensity to foundations and improving the performance of sunscreens.

The product is also a highly effective dispersant for pigments and fine particles, delivering even skin tones and easy application. As a sensory enhancer, the emulsifier provides smooth texture, comfortable wear and low odor. It is formulated using diglycerol components instead of PEG chains, making it appropriate for use in PEG-free as well as standard formulations.



*Dirk Soontjens, Global Skin Care Market Leader, Dow Corning*

**EURO COSMETICS:** *Which advantages does Dow Corning® ES-5600 offer for the formulators?*

**Dirk Soontjens:** Formulators will experience a number of advantages with Dow Corning® ES-5600 Silicone Glycerol Emulsifier, most notably, added flexibility to create a greater variety of formulations:

- High dispersion capability for color intensity and even tone
- Oil phase flexibility
- Pleasant sensory benefits
- Suitable for PEG-free formulation systems
- Easy to use and enables cold process

**EURO COSMETICS:** *Multifunctional products are becoming increasingly popular. What is your experience here?*

**Dirk Soontjens:** This is truly the innovation challenge for raw materials in the industry. Multifunctional products are not necessarily new but the introduction of BB and CC creams have created a new wave of

interest and desire for the beauty care consumer. Busy lifestyles, a maturing population and the millennials' desire for individuality create the perfect conditions for these multifunctional products to be successful. Dow Corning® silicones are commonly used for their multifunctional benefits, – sensory attributes, ability to deliver actives, long lasting performance, comfortable wear and skin protection.

**EURO COSMETICS:** *What do you do to recognize market trends at an early stage and respond quickly?*

**Dirk Soontjens:** Dow Corning continually invests in consumer trends analysis, and the results of our analysis are highlighted in our Trends Lab.

**EURO COSMETICS:** *What will be your next goals?*

**Dirk Soontjens:** Our goal is to continue to be a proactive innovator and industry leader for global customers along the entire beauty care value chain. Our ES-5600 Emulsifier is a perfect example of this leadership and was recently recognized with a SEPAWA award for product innovation. It builds on our 50 years of broad and deep market and technological expertise with new features that address important trends, including the demand for high-performance cosmetics such as all-in-one alphabet creams and sun care products. Dow Corning is strongly committed to creating innovative products that help our customers stay ahead of the competitive curve.

**EURO COSMETICS:** *Thank you for the conversation.*