Raw materials for personal care products	Skin care	Emulsified make-up Sunscreen	Powdered make-up	Lip color	Mascara
Silicone Fluids	<ul> <li>Light, smooth feel</li></ul>	Volatility control     Improve water repellency     Light, smooth feel     Excellent spreadability     Enhance gloss	•Use as binder to impart a light, smooth feel	<ul><li>Enhance gloss</li><li>Help lip color go on smooth when applying</li></ul>	•Volatile oil (used for film former)
Emulsifiers / Dispersants	<ul> <li>W/O, O/W emulsifier; Control &amp; Stabilization of emulsion particles</li> <li>Reduce tackiness</li> <li>Prevent syneresis in non-aqueous formulations</li> <li>Make powders easier to disperse and improve stability</li> </ul>	W/O, O/W emulsifier; Control & Stabilization of emulsion particles Improve powder dispersibility and stability Reduce tackiness	<ul><li>Improve dispersibility of powders</li><li>→ Improve wetting of powders by binders</li></ul>	<ul> <li>Improve dispersibility of powders</li> <li>Prevent syneresis in non-aqueous formulations</li> <li>W/O emulsifier</li> </ul>	<ul> <li>Improve dispersibility of powders</li> <li>Prevent syneresis in non-aqueous formulations</li> <li>W/O emulsifier</li> </ul>
Emulsifying Silicone Gels	<ul> <li>W/O emulsifier, stabilization of emulsion particles</li> <li>Create high internal-phase, macro W/O emulsions</li> <li>Easy to apply and spread for non-aqueous formulations</li> </ul>	W/O emulsions, stabilization of emulsion particles Create high internal-phase, macro W/O emulsions Oil phase thickener	Easy spread on skin     Better adhesion with skin	Oil phase thickener Prevent syneresis in non-aqueous formulations W/O emulsions, stabilization of emulsion particles	•W/O emulsions, consistent emulsion particle size
Silicone Gels	Use as an oil phase thickener to improve stability of W/O & O/W emulsions, or as a base for non-aqueous formulations Silky, non-greasy feel Soft-focus effect	Use as an oil phase thickener to improve stability of W/O & O/W emulsions Silky, non-greasy feel Soft-focus effect for a more natural look	Use as a binder to improve cohesion	<ul> <li>Use as an oil phase thickener to improve stability of W/O emulsions, or as a base for non-aqueous formulations</li> </ul>	
Film Formers	<ul> <li>Provide substantive feel</li> <li>Improve resistance to water, sebum and rubbing off</li> </ul>	<ul> <li>Improve resistance to water, sebum and rubbing off</li> <li>→ Long-lasting effect for sunscreen, prevent color migration, help keeping make-up in place</li> </ul>		Prevent color loss/color migration in lip color	<ul> <li>Improve resistance to water, sebum and rubbing off</li> <li>→ Long-lasting effect, prevent color migration</li> <li>Curl-hold effect</li> </ul>
Silicone Waxes	Smoother skin, rich moisturizing effect	<ul><li>Smoother skin, rich moisturizing effect</li><li>Improve film feel</li></ul>	●Use as a binder to improve "creaminess" of preparations	<ul><li>Improve creamy feel</li><li>Enhance gloss</li></ul>	
Silicone Powders	<ul> <li>Soft, silky feel</li> <li>Reduce tackiness</li> <li>Easy to apply</li> <li>Soft-focus effect (conceals wrinkles, pores)</li> </ul>	Soft, silky feel Reduce tackiness Easy to apply Soft-focus effect (conceals wrinkles, pores)	<ul> <li>Soft, silky feel</li> <li>Improve smooth skin feeling owing to ball-bearing effect</li> <li>Soft-focus effect for a more natural look</li> </ul>	<ul><li>Reduce tackiness</li><li>Easy spread owing to "roll on" effect</li><li>Matte finish</li></ul>	<ul> <li>Use as a bulking agent in mascara preparations for a volumizing effect</li> </ul>
UV Blockers	<ul> <li>Can be compounded with high concentrations of TiO₂ or ZnO particles</li> <li>→ Results in powerful UV-blocking effect</li> <li>Non-whitening, non-tacky</li> </ul>	<ul> <li>Can be compounded with high concentrations of TiO₂ and ZnO particles</li> <li>→ Results in powerful UV-blocking effect</li> <li>Preparations won't whiten or feel sticky</li> </ul>			