



Elkem Silicones USA Corp.

www.elkem.com

Beauty Enhancing and Eco-forward Elastomer Gel: PURESIL™ ORG 02

PRODUCT/SERVICE BACKGROUND INFORMATION

Sustainable beauty has become one of the critical features for consumers. At Elkem, sustainability and innovation are also central to our business strategy in which we achieved the Platinum rating for sustainability transparency from EcoVadis in 2022. The three pillars of our climate roadmap are reducing our emissions, supplying the green transition, and enabling circular economies. We drive circular economies through product design and innovation.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

One of the climate roadmap focuses is eco-forward silicones which deliver sensory solution -PURESIL™ ORG 01 and ORG 02 silicone gels. They are silicone elastomer gels with beauty enhancing and sebum absorption effects. PURESIL™ ORG 01 and ORG 02 silicone gels won Ringier Technology Innovation awards in 2020 and 2021 respectively. PURESIL™ ORG 02 (INCI: C13-15 Alkane (and) Dimethicone/Vinyl Dimethicone Crosspolymer (and) Silica) is our newest innovation of silicone elastomer in a biobased carrier.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

PURESIL™ ORG 02 has a natural index of 0.8 or higher as per ISO 16128. PURESIL™ ORG 02 exhibits excellent and even spreadability and provides a luxurious silky and smooth feel. Matte finish, powdery feel, sebum control, and line blurring are demonstrated in the pure product, eye creams, and skin care lotions.