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## SILICONE SOLUTIONS FOR SUPERIOR CARE – Silicones for Great Products

Wacker Chemical Corp

[www.wacker.com](http://www.wacker.com)

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### PRODUCT/SERVICE BACKGROUND INFORMATION

WACKER stands at the forefront of silicone innovation, globally recognized for its deep expertise and commitment to excellence in personal care solutions. With decades of experience in advanced silicone chemistry, WACKER delivers a comprehensive portfolio of high-performance ingredients that empower formulators to create cutting-edge skincare, haircare, and color cosmetic products. Renowned for their exceptional functionality, safety, and sensory appeal, WACKER silicones consistently exceed industry standards and consumer expectations. From enhancing texture and spreadability to delivering long-lasting conditioning and protection, these materials offer transformative benefits across a wide range of applications. WACKER's dedication to scientific rigor, sustainability, and formulation flexibility positions it as a trusted partner for brands seeking to differentiate and elevate their product offerings. Through continuous innovation and collaboration, WACKER is shaping the future of personal care with silicone technologies that inspire and perform.

### WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

WACKER introduces **BELSIL® WO 5001**, a multifunctional non-ionic emulsifier that significantly enhances the performance of water-in-oil (W/O) and water-in-silicone (W/Si) cosmetic formulations. Built on a polymeric polydimethylsiloxane backbone functionalized with hydrophilic polyglucoside and alkyl groups, this innovative material enables the development of both rich creams and lightweight lotions with superior spreadability and elegant skin feel. BELSIL® WO 5001 addresses the long-standing challenge of heavy textures in W/O emulsions, offering a refined sensory experience that aligns with modern consumer expectations. Its ability to disperse pigments and inorganic UV absorbers makes it particularly valuable for high-performance applications such as foundations, concealers, and sun care products. Furthermore, its compatibility with both hot and cold emulsification processes provides formulators with enhanced flexibility and efficiency. With its unique sensorial profile and formulation versatility, WACKER sets a new benchmark in premium emulsifier technology.

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

The launch of **BELSIL® WO 5001** marks a pivotal advancement in formulation science, introducing a next-generation emulsifier that redefines both sensory and functional possibilities in personal care. Its novel polymeric structure enables the creation of lighter, more elegant emulsions that deliver comfort, spreadability, and a luxurious skin feel. The product's pigment and UV filter dispersion capabilities support innovation in color cosmetics and sun care, expanding the potential for high-performance formulations. Beyond aesthetics, BELSIL® WO 5001 contributes to sustainable formulation practices by enabling rinse-free formats that reduce water usage—an increasingly important consideration in eco-conscious product development. This launch empowers formulators with greater design flexibility and process efficiency, setting a new standard for emulsifier technology. With BELSIL® WO 5001, WACKER introduces a transformative

tool that reshapes how the industry approaches texture, compatibility, and environmental responsibility.