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Innovative Silicone Technologies for Microplastic Replacements

Shin Etsu Silicones of America, Inc.

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PRODUCT/SERVICE BACKGROUND INFORMATION

As the cosmetics industry transitions toward more sustainable, microplastic-free formulation technologies, the need for high-performance alternatives to conventional microplastic-based texturizers continues to grow. Achieving comparable sensory aesthetics, viscosity, and overall formulation performance without relying on these materials remains a significant technical challenge.

In this poster we will introduce Shin-Etsu Silicones innovative silicone elastomer gels and functional powders designed to enhance sensory aesthetics, optical properties, and formulation performance. The elastomer gels offer tailored sensory benefits; KSG-19-PF delivers noticeable powdery and silky sensation and mattifying while KSG-16-SF provides maximum soft-focus effects. Both provide viscosity enhancement and line-blurring properties. The functional powders, including WHP-100MS, a natural-origin silica-coated mica and X-52-7162, a biodegradable modified cellulose, deliver enhanced sensory smoothness, improved glide, light diffusion, and oil absorption. The multifunctional performance of these materials will be demonstrated in both oil-in-water (O/W) and water-in-oil (W/O) emulsions, highlighting their versatility in developing sophisticated textures and high-performance cosmetic formulations.