



CONSUMER CARE

**WACKER**

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CREATING TOMORROW'S SOLUTIONS

ENGLISH

**Consumer Care:** To succeed in today's market, manufacturers of toiletries, feminine hygiene products, detergents, wipes and table top must supply innovative and functional products that enhance the consumer's experience. Consumer-care products finished with high-quality silicones, cyclodextrins, silicas and dispersions from WACKER provide long-lasting care and protection.

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## Household Care



4

Fabric Care

6

Foam Control



6

Polishes

## Personal Care



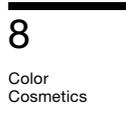
8

Antiperspirants



8

Bathcare  
Products



8

Color  
Cosmetics



9

Oral Hygiene

9

Hair Care



9

Skin Care

11

Sun Screens

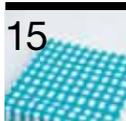
11

Feminine  
Hygiene

## Moist Wipes



12



15

## Table Top

## Tissue



16

## WACKER at a Glance



18

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# Systematic Washing, Cleaning and Conditioning

## Fabric Care

There was a time when clothes were simply washed. Nowadays, laundry detergents and fabric softeners impart wrinkle resistance, water repellency, easy ironing and a cozy softness. WACKER fabric-care products make it easy for manufacturers to satisfy these consumer needs: innovative silicones confer additional conditioning effects on fabric softeners, without building up on the fabric.

## Applications

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Wrinkle resistance  
Easy ironing  
Fast drying  
Water & dirt repellency  
Softness

## Products

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WACKER® FC, WACKER® HC





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## Foam Control

WACKER's SILFOAM® range of antifoam additives – compounds, emulsions and powders – has been designed for specific applications, such as powder and liquid detergents.

### Applications

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Foam control in detergents and cleaning materials

### Products

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SILFOAM®

## Polishes

For a lasting shine, glass, metal, plastics, leather and wood surfaces – whether natural, treated or coated – need to be polished properly. Adding high-quality silicone additives to polishes boosts their cleaning power, conditioning and protective properties – and makes them easy to apply. WACKER has the expertise to help you produce formulations perfectly tailored to your special needs. We can also offer you guide formulations for ready-to-use polishes.

### Applications

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Polishes for all kinds of surfaces

### Products

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WACKER® Silicone fluids and emulsions





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## Innovative Products for Skin and Hair



### Antiperspirants

Modern antiperspirants and deodorants glide on smoothly and leave the skin feeling pleasantly dry. WACKER offers additives that will improve your products and processes, regulate thixotropy and modify rheology. For intensive conditioning, look no further than our sophisticated CAVAMAX® cyclodextrin complexes.



### Bathcare Products

CAVAMAX® cyclodextrin silicone complexes and the Wacker-Belsil® range offer an active wellness program. These nonionic PE-functional silicones can be used as mild emulsifiers in liquid soaps, shower gels and cleansing lotions for skin and hair care. For aroma therapy and luxury products, we offer encapsulated active ingredients such as the antioxidant tocopherol or the moisturizer linoleic acid, while for various skin-cleansing products, we supply encapsulated essential oils, such as tea-tree oil.



### Color Cosmetics

Color cosmetics are always geared to the latest fashion trends. WACKER provides specialty additives and extensive formulation expertise that will help your beauty products get to market quickly. A comprehensive and versatile range of highly effective innovative silicone products and high-tech cyclodextrin complexes awaits you: for applications ranging from luxury foundations that provide intensive skin nourishment, to kiss-proof lipsticks through to eye-catching mascaras and eye-shadows.



### Oral Hygiene

HDK® pyrogenic silicas are invaluable compounding aids for producing toothpastes that will not slump or drip. They are ideal for transparent dental gels and creams. HDK® are excellent rheology modifiers that boost overall product stability. Other functions attractive to consumers can be added with CAVAMAX® menthol and tea-tree oil complexes.



### Hair Care

The hair-care and styling market is diverse and profitable. But products must be continually modified to satisfy changing consumer trends. WACKER will support you with modern recipes and innovative biotech products. Wacker-Belsil® amino-functional silicones increase suppleness and sheen and make combing easier. Alkyl-functional polymers and HDK® are excellent rheology modifiers and improve product consistency and stability. Bioengineered L-Cysteines in perming agents are gentle on the hair and low on odor.



### Skin Care

Care of the skin is a highly sensual issue. Not only are consumers concerned about the odor, color and consistency of the products they use, but they are also focusing increasingly on anti-aging and damage repair. With Wacker-Belsil® silicones, CAVAMAX® cyclodextrins and L-Cysteine, you can't lose. They can be used to formulate highly effective products, ranging from moisturizing, regenerative and smoothing cosmetics for skin and personal care, through cell-activating anti-wrinkle and antioxidant formulations, to shaving products containing protective and conditioning agents.



## Sun Screens

Sunlight raises our spirits and stimulates vitamin D levels. Too much of it, though, and we risk damaging our skin. The market needs effective and practical products for screening out harmful rays and providing intensive care after sunbathing, as well as modern alternatives, such as cosmetic self-tanning agents. HDK® rheology modifiers provide the right level of viscosity and thixotropy for the manufacturing process. Wacker-Belsil® silicones, linoleic acid and tocopherol complexes yield additional product benefits, such as exclusive active ingredients and high water resistance, for self-tanning, suncare and after-sun preparations.

## Feminine Hygiene

Panty liners and sanitary napkins are at once highly individual and intensely private. VINNAPAS® dispersions from WACKER are high-quality, globally-available binders which are ideal for building a consumer-focused product portfolio. Products made with these dispersions are notable for efficient fluid retention and distribution, high binding power for cellulosic fibers, softness and their hydrophilic nature. The outcome is high absorbency and reliable, safe skin contact. VINNAPAS® also allows high machine speeds during the production of rollgoods, their subsequent converting to a sanitary napkin and thus promotes efficient production.

## Applications

Antiperspirants/deodorants  
 Skin cleansing  
 Foundation/color/eye make-up/lipstick  
 Conditioners  
 Shampoos  
 Hairstyling  
 Hair dyes  
 Hair-perm formulations  
 Facial & personal care  
 Shaving  
 Anti-aging products  
 Active-ingredient complexes  
 Sun screens  
 Self-tanning  
 After-sun care  
 Toothpastes  
 Sanitary napkins/Panty liners

## Products

CAVAMAX®, HDK®, VINNAPAS®  
 Wacker-Belsil®



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## Cleansing and Conditioning: Practical and Handy

### Wipes

Cleansing and disinfectant wipes must be pleasant to use and scrupulously clean. They are safe, easy to use and easy to dispose of – all in all they are a modern convenience for the hygiene sector, with numerous benefits. VINNAPAS® dispersions ensure that baby wipes, adult wipes, skin-cleansing wipes and disinfectant wipes have all the right properties: high wet strength, soft hand, good lotion absorption and retention as well as skin compatibility. VINNAPAS® gives customers what they really want and provides you with a product range tuned to the market's latest needs.

### Applications

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Baby wipes  
Disinfectant wipes  
Disposable washcloths  
Moist towelettes  
Cleansing wipes

### Products

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VINNAPAS®



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# Turning the Tables



## Table Top

Whether as table runners emblazoned in national colors, charming centerpieces for restaurant tables or napkins printed in a seasonal motif – custom table top adds a special flair to every occasion. Made from wood pulp and possessing a range of striking properties, these products are a source of inspiration as practical and attractive table top decoration. Efficient VINNAPAS® dispersions enable you to create a pleasant soft hand, confer good printability, impart hydrophilic to hydrophobic or even completely waterproof properties, you can also bestow textile-like characteristics such as a cotton feel, and even produce sophisticated multi-color prints.

### Applications

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Nonwoven tablecloths and runners  
Nonwoven napkins

### Products

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VINNAPAS®



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# Custom Products with Innovative Effects

## Tissues

Hygienic papers for paper handkerchiefs and toilet tissues need to be very soft, yet highly absorbent and strong. WACKER additives, in the form of proven standard products and tailored recipes, ensure that your formulations exhibit this property profile perfectly. In our laboratories around the world, we are constantly devising new product solutions – such as novel softeners that impart innovative sensory or hydrophobic effects to tissue surfaces. Our WACKER Technical Centers are staffed with native speakers who specialize in adapting applications to regional conditions and can assist with contract work and production scale-up.

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### Application

Sanitary papers

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### Products

WACKER® TS 50 E  
WACKER® TS 405 E

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### Technical Center

Adrian, USA  
Allentown, USA  
Burghausen, Germany  
São Paulo, Brazil  
Shanghai, China  
Singapore  
Tokyo, Japan





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## Expertise and Service Network on Five Continents

WACKER is one of the world's leading and most research-intensive chemical companies. In 2008, its sales totaled € 4.3 billion. Products range from silicones, binders and polymer additives for diverse industrial sectors to bio-engineered pharmaceutical actives and hyperpure silicon for semiconductor and solar applications. As a technology leader focusing on sustainability, WACKER promotes products and ideas that offer a high value-added potential to ensure that current and future generations enjoy a better quality of life based on energy efficiency and protection of the climate and environment.

Spanning the globe via five business divisions, 27 production sites and over 100 subsidiaries and sales offices, we have established a presence in all key economic regions and growth markets. With a 15,900-strong workforce, WACKER sees itself as a reliable innovation partner that develops trailblazing solutions for, and in collaboration with, its customers. WACKER also helps them boost their own success. Our technical centers employ local specialists, who assist customers worldwide in the development of products tailored to regional demands, supporting them during every stage of their complex production processes, if required.

WACKER e-solutions are online services provided via our customer portal and as integrated process solutions. Our customers and business partners thus benefit from comprehensive information and reliable service to enable projects and orders to be handled fast, reliably and highly efficiently. Visit us anywhere, anytime around the world at: **[www.wacker.com](http://www.wacker.com)**



- Sales offices and production sites
- Technical centers

**WACKER Technical Centers:** our worldwide state-of-the-art competence centers focus on finding the best possible solution for your needs. WACKER has 17 technical centers – in Adrian, Akeno, Allentown, Beijing, Burghausen, Dubai, Hikari, Hsinchu, Jandira, Kolkata, Melbourne, Moscow, Nüchritz, Portland, Shanghai, Singapore and Suwon.

**Wacker Chemie AG** Hanns-Seidel-Platz 4, 81737 Munich, Germany

Tel. +49 89 62 79-0, Fax +49 89 62 79-1770, [www.wacker.com](http://www.wacker.com)

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