**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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See also: www.wacker.com ▶ Products & Markets ▶ Consumer Care
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
- Wrinkle resistance
- Easy ironing
- Fast drying
- Water & dirt repellency
- Softness

Products
- WACKER® FC, WACKER® HC
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
Foam control in detergents and cleaning materials

Products
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
Polishes for all kinds of surfaces

Products
WACKER® Silicone fluids and emulsions
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.

Innovative Products for Skin and Hair

Beauty & Wellness: WACKER supplies a range of customized silicones and cyclodextrins for use in creams, deodorants, lipsticks, shampoos and toothpastes that satisfy the market’s demand for maximum protection and care.
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.

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.
### 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®
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
- Baby wipes
- Disinfectant wipes
- Disposable washcloths
- Moist towelettes
- Cleansing wipes

Products
- VINNAPAS®
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

- Nonwoven tablecloths and runners
- Nonwoven napkins

Products

VINNAPAS®
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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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

All figures are for 2008.
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, Nünchritz, Portland, Shanghai, Singapore and Suwon.
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