

**WACKER**

CREATING TOMORROW'S SOLUTIONS

# MATTE & SHINE



# MATTE

# SHINE

If the runways of the leading fashion houses in Paris and Milan are anything to go by, the trends in make-up and styling are dominated by one look: the matte look.

This look of faded gloss and beach waves is especially en vogue in hair cosmetics. Like its close relation, “nude make-up”, the matte finish gives a pronounced impression of naturalism.

Women love this relaxed look. It is an easy way to conceal minor flaws and it is applied lightly, whether for business, leisure or on a date. At the same time, it provides the optimum setting for statement lips, doll eyes or color-blocking eye shadow, if more color is needed for the evening.

Whether for hair care, skin care or make-up - achieve the perfect matte look with BELSIL® silicones and HDK® silicas from WACKER.

Every trend has a counter trend. Which is why designers go for shine and glamor or at least the special effect shine.

Glamor glow is the fresh, young complexion: a radiant make-up also known as “dewy finish”. This dewy sheen is complemented by healthy glossy hair.

Women are delighted by the youthfulness of this fresh look, wearing it subtly during the day, while attracting provocative glances in the evening with gold, silver and bronze accents.

Whether make-up, skin or hair care - the special effect shine has always been a brilliant tour de force by WACKER.



# MATTE EFFECT

The principle behind the matte look is quite simple: Whether hair care, skin care or make-up, BELSIL® silicones and HDK® silicas create a surface structure that scatters light in all directions. The more diffuse the reflection, the more matte are the complexion and hair.

## Hair Care & Styling

The matte look dispenses with shine, but not with form and structure. There are a number of styling and care products in use for styling beach waves with the "undone" look.

REG or EG-type BELSIL® elastomer gels and HDK® silicas increase the surface diversity of the hair fibers. This leads to additional diffuse reflections and produces the matte effect.

## Skin Care & Make-up

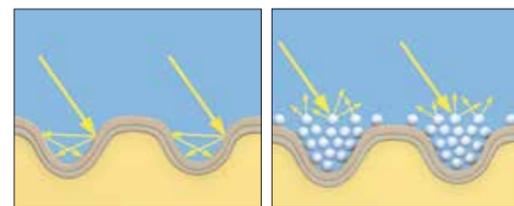
Whether in tinted day creams or foundations - skin care creams that contain particle systems or highly cross-linked microgel structures create a perfect skin texture and the ideal matte look thanks to their intensive light scattering.

With ultrafine resin spheres, BELSIL® B110 smooths out skin flaws and produces an optically smooth skin texture together with a matte appearance.

The strongly crosslinked elastomer gels from BELSIL® RG 100 use the same principle to achieve the perfect matte complexion.

In eyeshadows, concealers and lipsticks, the same matte effect can also be formulated with BELSIL® B110 and HDK® silicas.

Left: Skin with minor wrinkles.  
Right: BELSIL® B110 creates a smooth and matte complexion.



If the lipstick itself is also required with an elegant matte finish, a roughened casting mold achieves the desired effect.



# SHINE EFFECT

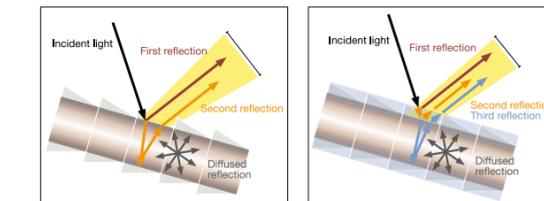
While a heterogenous surface produces the optimum matte look, homogeneous surfaces ensure a glossy shine. The smoother, more continuous and perfect this surface, the more intensive are the reflections.

## Hair Care & Styling

Healthy, shiny hair has always been a sign of youthful beauty. WACKER silicones produce this shine in three ways:

First, silicones smooth the hair surface to produce an alluring shine. In this way, the gum blends CM 1000 and GB 1020, along with the amodimethicone ADM 1370, when used in shampoos, conditioners and styling products, produce fascinating reflections on the hair.

Second, phenyl silicone fluids BELSIL® of the PDM and PF series generate an even more striking shine by providing a continuously smooth film with an especially high refractive index.



## Skin Care & Make-up

The special glow of complexion and make-up is created by WACKER's phenyl fluids of the BELSIL® PDM and PF series. The continuous film, with a particularly high refractive index, creates a smooth, radiantly youthful complexion.

BELSIL® SPR 45 VP and R 220, on the other hand, put a seductive radiance into statement lips, while BELSIL® P1101 nail varnish produces a long-lasting gloss.

Left: natural hair fibers.  
Right: Hair fibers smoothed by BELSIL® PDM and PF with a high refractive index.

Third, BELSIL® dimethicones and amodimethicones in hair care products make the hair easier to comb, ensuring that the hair fibers are uniformly aligned, thereby producing an optimum gloss.

The film formers BELSIL® P1101 and BELSIL® ADM 8301 E also achieve a uniform orientation of the hair fibers, and so increase the gloss effect of styling products.



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