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**WACKER**

CREATING TOMORROW'S SOLUTIONS

## TRIPLE DEFENSE: ANTI-POLLUTION FROM WACKER

**BELSIL®**

**HTEssence®**

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# ANTI-POLLUTION – ONE OF THE MOST IMPORTANT BEAUTY TRENDS

A smooth and fine-pored complexion remains the main ideal of beauty. Skin and hair care cosmetics consequently have to satisfy much stricter demands and consider ever more external factors.

As air pollution increases globally, our skin is more and more at the mercy of the elements. According to the World Health Organization (WHO), this affects almost everyone around the globe. City dwellers are particularly hard hit by pollution.

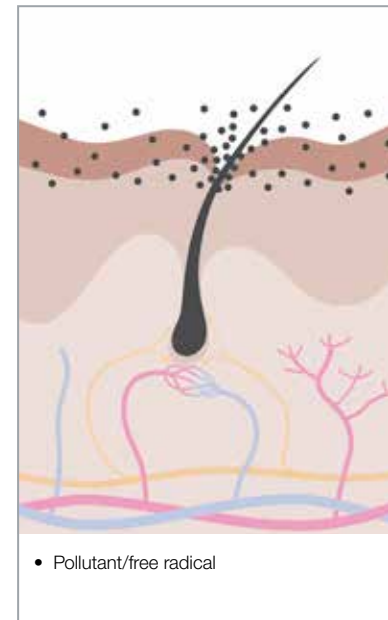
Dust, exhaust gases, heavy metals and increasing UV radiation due to hot, dry summers, with increased ozone pollution act on the epidermis, generating free radicals in the skin and causing premature aging. The results are more wrinkles, pigment disorders and eczema, as well as split ends and hair loss. That is why it is becoming ever more important to protect skin and hair.

It is also why experts consider that anti-pollution care will be one of the most important beauty trends in coming years. Many consumers have already integrated this care into their daily beauty routine. In the future, consumers are likely to consider anti-pollution care just as self-evident as UV protection in summer.

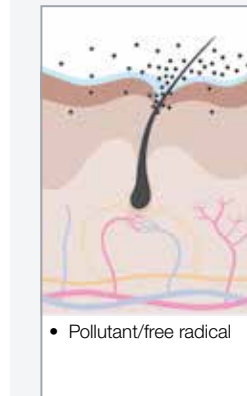
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# THREE ELEMENTS TO PROTECT BEAUTY

WACKER has devised a formula with triple defense for anti-pollution products. The combination of BELSIL® silicones, the antioxidant HTEssence® and UV filters provide a protective screen. They not only perfectly protect the skin and hair against environmental effects, but are also grooming.



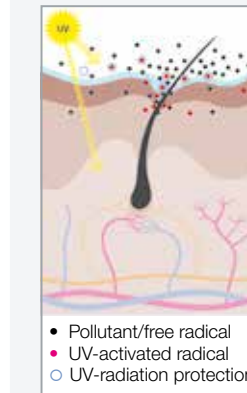
**Dust, exhaust gases, heavy metals and higher UV radiation due to hot, dry summers, with increased ozone pollution, act on the epidermis, generating free radicals in the skin.**



## SILICONE PROTECTIVE FILM

1

BELSIL® REG 1102 forms a film on the skin, which can protect it against the penetration of harmful substances such as dirt particles, dust, exhaust gases, pollen or cigarette smoke. These impurities find it more difficult to penetrate and are more easily washed off. They are prevented from forming new free radicals. In hair care, ESR studies show that film-forming emulsions such as BELSIL® ADM 8301 E have a barrier function to dirt particles that can trigger oxidative reactions. The shaping polymer BELSIL® P 1101 makes it easier to wash off particulate matter.



## UV PROTECTION

2

UV radiation contributes to the formation of free radicals in the skin. A traditional sunscreen using UV filters, is therefore essential for anti-pollution protection. UV filters absorb UV light and prevent the formation of free radicals. The combination of UV filters and silicone film unleashes a synergistic effect that can be demonstrated in ESR studies.



## ANTIOXIDANT AS FREE-RADICAL SCAVENGER

3

The antioxidant HTEssence® deactivates free radicals that can form in the skin despite protective measures. Oxidative stress is minimized; collagens, proteins and elastins, lipids and saccharides, which are responsible for skin renewal, are protected.