



## AB Specialty Silicones

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## FOR IMMEDIATE RELEASE

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### **AB SPECIALTY SILICONES set to unveil a new silicone emulsifier product line for personal care applications**

Waukegan, Illinois, May 1, 2018

After a 'soft' introduction at the Midwest SCC Teamworks trade show in April, AB Specialty Silicones is ready to launch a new line of silicone ingredients for personal care in time for the NYSCC Suppliers' Day in New York City on May 15th. AB Specialty Silicones will be exhibiting at the Javit's Center show at booth #1366.

Based on industry demand, AB Specialty Silicones is adding a line of silicone emulsifiers to their personal care offerings. These products are easy to use and offer flexible manufacturing capabilities, including cold processing. They are high performance and meet the need for superior aesthetics and delivering enhanced actives. A highly desirable benefit in skin care products is added hydration and the ability to moisturize. Silicone emulsifiers allow for high water content formulations which meet the number one consumer need, combating dry skin. These emulsifiers also thicken the end product and help keep overall formulation costs down. Silicone emulsifiers are recommended for use in skin care, antiperspirant & deodorants, and color cosmetics.

#### About AB Specialty Silicones

AB Specialty Silicones offers the personal care marketplace an extensive line of silicone based ingredients as well as the ability to custom formulate raw materials and blends to specifically suit your needs. AB Specialty Silicones offers the highest degree of personal service and flexibility to meet each customers' requirements.

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