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FOR IMMEDIATE RELEASE

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AB SPECIALTY SILICONES new cyclic-free resin blend outperforms industry staple in testing

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AB Specialty Silicones launched a new line of silicone resin blends that combine unique carriers with trimethylsiloxysilicate (TMS) in late 2019. A notable addition to the product line was a cyclic-free blend, Andisil® MQ 2350, INCI Name: Dimethicone (and) Trimethylsiloxysilicate. Since TMS resins are widely known for their benefits such as transfer resistance, wash-off resistance and water repellency, AB Specialty Silicones hired a contract laboratory to perform abrasion testing and transfer resistance testing. The intention was to gauge how this regulatory-friendly ingredient's performance held up against the industry staple, INCI Name: Cyclopentasiloxane (and) Trimethylsiloxysilicate.

The resulting data from the testing showed that the cyclic-free blend, Andisil® MQ 2350, *outperformed* INCI Name: Cyclopentasiloxane (and) Trimethylsiloxysilicate in both abrasion resistance and transfer resistance. During the abrasion test Andisil® MQ 2350 also demonstrated more cycles to breakthrough suggesting a longer wear. In additional research, when used in anti-frizz formulations for hair care, Andisil® MQ 2350 provided prolonged anti-frizz protection over its D5 based counterpart. This new information is particularly encouraging for those looking for a superior, multifunctional ingredient without the growing environmental safety concerns for materials containing cyclopentasiloxane, commonly known as D5.

Additional information on this exciting new product line is available on our website: www.andisil-personal-care.com.

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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