

Shhh...KEEP IT TO YOURSELF!

Our new Film Former Silmer® Q7-G10

The Secret of Combining Transfer Resistance with Comfort!

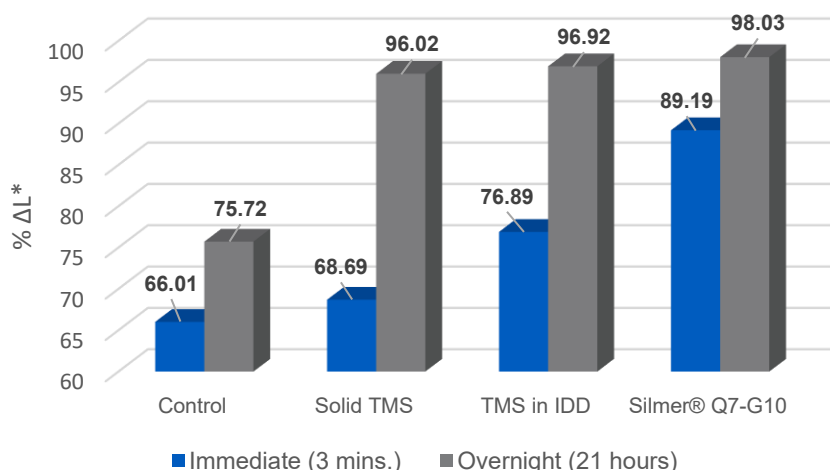
Silmer® Q7-G10 is a high-performance silicone film former designed to elevate long-wear colour cosmetics with **exceptional film durability, flexibility and comfort.**

Its clear film delivers outstanding rub-off and transfer resistance, keeping colour locked in place throughout the day. The technology not only enhances long-lasting wear but also boosts shine, giving formulas a more vibrant, polished finish.

Additionally, its compatibility with pigments improves dispersion, ensuring richer, more uniform colour payoff across a wide range of textures - from liquid lipsticks to foundations to primers.



Lipstick Transfer Resistance Testing, Leneta Cards



The **non-transfer effect** of several film forming agents were tested against a control without film forming ingredients. The film formers Trimethylsiloxysilicate in powder form, Trimethylsiloxysilicate in Isododecane and **Silmer® Q7-G10** were used at 13.90 % active matter each, to ensure comparability of the results. The test formulation was applied onto a Leneta card, then wiped off after 3 minutes and 21 hours of drying time respectively. The amount of lipstick remaining on the Leneta card after wiping was determined.

RESULTS

The formulation with **Silmer® Q7-G10** showed the **best transfer resistance** after both 3 minutes and 21 hours of drying time.

PRODUCT	CHEMISTRY	INCI	PHYSICAL FORM, VISCOSITY
Silmer® Q7-G10	Silicone Resin Gum	Isododecane (and) Trimethylsiloxysilicate/Dimethiconol Crosspolymer	Clear Liquid, 1000 cps

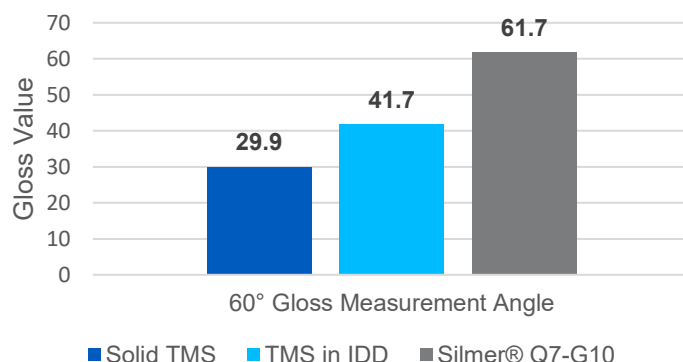
GLOSS

Since gloss/radiance continues to be a highly desired feature of colour cosmetics formulations, the influence on gloss of a liquid lipstick formulation containing different film formers was tested by performing a 60° Gloss Meter reading. The film forming agents Trimethylsiloxysilicate in powder form, Trimethylsiloxysilicate in Isododecane and **Silmer® Q7-G10** were used at 10 % active matter respectively.

RESULTS

In our test setup, the formulation with **Silmer® Q7-G10** showed **significantly higher gloss values** compared to the formulations with Trimethylsiloxysilicate.

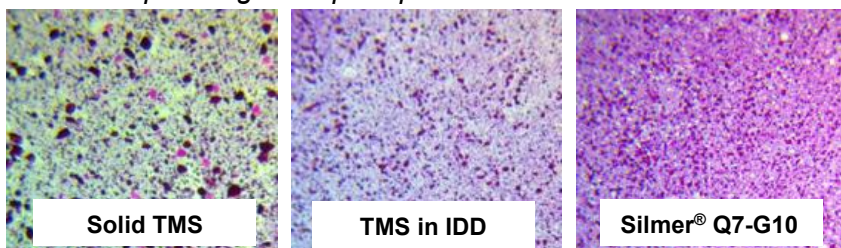
Glossmeter Reading of Liquid Lipstick



PIGMENT DISPERSION

Since the homogeneity of the pigment dispersion is a key parameter for colour cosmetics formulations, the influence on pigment dispersion quality of a liquid lipstick formulation containing different film formers was tested by using microscopic imaging. The film forming agents Trimethylsiloxysilicate in powder form, Trimethylsiloxysilicate in Isododecane and **Silmer® Q7-G10** were used at 10 % active matter respectively.

Microscopic image of liquid lipstick with different film formers



RESULTS

In our test setup, the formulation with **Silmer® Q7-G10** showed **significantly better pigment dispersion** compared to the formulations with Trimethylsiloxysilicate.

KEY BENEFITS

- ✓ Excellent Transfer Resistance
- ✓ Flexible Film & Comfortable Wear
- ✓ Enhances Pigment Dispersion
- ✓ Supports Shine
- ✓ Enhances Water Resistance
- ✓ Refractive Index of 1,42
- ✓ Cyclic-Free, Microplastic-Free
- ✓ Globally Compliant