

PRESS RELEASE

Number 16

NYSCC 2024 WACKER hits the Suppliers' Day runway showcasing BELSIL® premium-grade silicones for personal care applications

Ann Arbor, Mich./New York, May 1, 2024 – During NYSCC's 70th anniversary in New York City, Wacker Chemical Corporation showcases its extensive range of BELSIL® premium-grade silicones explicitly for personal care applications – haircare, skincare, color cosmetics, and deodorants.

“We applaud the NYSCC for hosting Suppliers' Day and congratulate them on their 70th anniversary,” said Lida Sichaca, WACKER USA marketing manager for the Silicones Consumer Care team. “This show has great energy. Over the years, it has consistently delivered incredible opportunities for growth, collaboration, and innovation.”

WACKER's high-quality personal care products are developed and manufactured with the utmost care. Over the years, BELSIL® has come to represent quality and assurance that customers can tailor their haircare or skincare formulations or color cosmetics to obtain competitive end products that meet the needs of a constantly evolving market.

This year, WACKER is offering a “Find Your Perfect Match” Skin and Hair assessment and samples of product solutions from booth #1611.

“We are pleased to offer a fun and informative way for people to engage with our product formulations,” said Wacker Chemical Corporation Technical Manager Joel Kennard.

Additionally, the company will brief and share information about recently introduced silicone products for color cosmetics and hair care products BELSIL® EG 3000, BELSIL® eco EG 3001, which was awarded the Fountain Award for sustainable products at PCHi 2024; and the gum blends BELSIL® eco DM 3096 and BELSIL® GB 3010. The newest addition to its beauty portfolio, BELSIL® WO 3700, is designed as an emulsifier for water-in-oil (W/O) or water-in-silicone (W/Si) products.

“WACKER is seeking to inspire, innovate, and celebrate attendees at this year’s show,” said Lida Sichaca, WACKER marketing manager. “We recognize people have different skin types, tones, textures, concerns, and goals, and we are leveraging our products to deliver more than a skin-deep experience to offer a sensory bar to highlight the customized approach we take to personal care based on the individual’s feedback about themselves.”

This approach better aligns WACKER’s product formulations through end-user experiences. This value add attracts customers seeking partners who demonstrate a more profound, richer, and more meaningful engagement and expertise with customers.

To see products and talk with WACKER experts, please visit Booth 1611 at NYSCC. [Click here](#) for additional information.



At NYSCC, WACKER will also showcase the transparent silicone elastomer gel BELSIL® eco EG 3000. The product imparts a pleasant skin feel as an additive in moisturizing creams, foundations, and deodorants. (Photo: WACKER)






WACKER will present a “Sensory Bar” at this year’s NYSCC in NYC. The spotlight here will be on a formulation for leave-in conditioners that remain on the hair and are not rinsed. This saves water and energy. (Photo: WACKER)

Note:

These photos are available for download at:

<http://www.wacker.com/pressreleases>

For further information, please contact:

Wacker Chemical Corporation
Media Relations & Information
James Barnes
Phone +01 734-546-4951
james.barnes@wacker.com
www.wacker.com
follow us on:   

The Company in Brief:

WACKER is a global company with state-of-the-art specialty chemical products found in countless everyday items, with applications ranging from tile adhesives to computer chips. It has a worldwide network of 27 production sites, 22 technical competence centers and 48 sales offices with some 16,400 employees and annual sales of around €6.4 billion (2023).

WACKER operates through four business divisions. The chemical divisions WACKER SILICONES and WACKER POLYMERS supply products (silicones, polymeric binders) for the automotive, construction, chemical, consumer goods and medical technology industries. WACKER BIOSOLUTIONS, the life sciences division, specializes in bioengineered products such as biopharmaceuticals and food additives. WACKER POLYSILICON produces hyperpure polysilicon for the semiconductor and photovoltaic industries.