



## Urban Armour - Antipollution Hydrator

Repel Pollution! This amazing biomimetic skin cream takes its inspiration from the lotus leaf, shedding pollution particles to keep skin looking healthy and clean. It forms a continuous, non-occlusive barrier that is neither tacky nor greasy — yet feels rich and moisturizing.

**Dow Corning® FA 4003 DM Silicone Acrylate** reduces pollution particle adhesion and **Dow Corning® ES-5300 Formulation Aid**, a highly flexible W/O, W/Si emulsifier creates a low viscosity emulsion with a light and pleasant skin feel.

 **UNIVAR®**  
PERSONAL CARE

	Trade name	INCI name	Supplier	%	
A	1	Aqua (Water)	Univar*	72.0	
	2	Industrial Salt Unsieved	Akzo Nobel / Univar*	1.0	
	3		Univar*	5.0	
B	4	Dow Corning® FA 4003 DM Silicone Acrylate	Dimethicone (and) Acrylates/ Polytrimethylsiloxy methacrylate Copolymer	Dow Corning / Univar*	10.5
	5	Dow Corning® ES 5300 Formulation AID	Lauryl PEG-10 Tris(trimethylsiloxy)silylethyl Dimethicone	Dow Corning / Univar*	2.0
	6		Isododecane	Halterman	6.8
	7	Primol 352	Paraffinum Liquidum	ExxonMobil / Univar*	0.5
	8	Jasmin Eau SY121123	Fragrance	Kao Fragrances / Univar*	0.2
C	9	A2 Plus Liquid	Diazolidinyl Urea, Iodopropynyl Butylcarbamate, Propylene Glycol	Akema / Univar*	0.5
	10		Propylene Glycol	Univar*	1.5

\* Please contact your regional Univar sales representative to ensure that mentioned products are distributed in your country.

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Procedure (Cold Process)
1. Mix ingredients of phase A with stirring and until homogeneous
2. Mix ingredients of phase B with stirring and until homogeneous.
3. Add slowly phase A into phase B with stirring until homogeneous.
4. Add phase C with stirring and until homogeneous.
5. Homogenize with high shear (Ultra Turrax) for 1 min/100 g.

Stability
Stable for at least 3 months at room temperature and 40°C (still ongoing).

Comments
<ul style="list-style-type: none"> <li>• Viscosity 20,000 cP S6530 *Viscosity measured after 1 minute</li> <li>• Inspired from the lotus leaf, 10.5% Dow Corning® FA 4003 MD Silicone Acrylate added into a formula creates a micro-roughened surface and leads to lower pollution particle adhesion versus the control.</li> <li>• Formula issued from our partner Dow Corning (ref: 26219-91-1)</li> <li>• Formula inspired from "Secret Shell - W/ Si+O Skin Protection Cream" (ref: 050215, CC(U)) launched in Daringly Beautiful (SIM 1) campaign.</li> </ul>



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