

## **Momentive Introduces Silsoft\* AX Conditioning Agent and Tospearl\* AQ Microspheres – Advanced Personal Care Materials**

ALBANY, N.Y., March 10, 2010 — Momentive Performance Materials has announced two new personal care products - Silsoft\* AX conditioning agent and Tospearl\* AQ microspheres. These breakthrough materials, which are available globally, are another example of Momentive's heritage: almost 70 years of being first to market with technology-based solutions that positively impact and improve everyday life.

Silsoft AX conditioning agent can help manufacturers of hair care products offer enhanced sleekness, shine and manageability for hair. In hair care formulations, the molecular structure of Silsoft AX conditioning agent may significantly enhance the smoothness and softness of damaged and undamaged hair, without stickiness or greasiness, while improving color retention. The INCI name of Silsoft AX conditioning agent is Bis-Cetearyl Amodimethicone.

Tospearl AQ microspheres can provide a smoother and silkier sensory experience, enhanced blurring of fine lines and wrinkles, and improved rub-in for water-based skincare formulations, sunscreens, anti-aging products and moisturizers. Stable at low pH, Tospearl AQ microspheres are coated with a cationic polymer. Due to this coating, the product can be incorporated easily into the water phase of oil-in-water emulsions. The INCI name of Tospearl microspheres is Polymethylsilsesquioxane (and) Polyquaternium-7 (and) PEG-7 Glyceryl Cocoate (and) Methylsilanol Tri-PEG-8 Glyceryl Cocoate.

"These new products continue Momentive's tradition of providing powerful new solutions for personal care formulators as they develop the higher-performance products that consumers are demanding," said Beatriz Blanco, global marketing director, Momentive. "We are committed to putting the best science and advanced research to work for our customers."

For more information about Momentive's personal care materials, please call 800.295.2392 in North America (+607.786.8131 everywhere else) or visit [www.momentive.com](http://www.momentive.com).

### **About Momentive Performance Materials**

Momentive is a global leader in silicones and advanced materials, with a 70-year heritage of being first to market with performance applications for major industries that support and improve everyday life. The company delivers science-based solutions, by linking custom technology platforms to opportunities for customers. Momentive Performance Materials Inc. is controlled by an affiliate of Apollo Management, L.P. Additional information is available at [www.momentive.com](http://www.momentive.com).

###

\*Silsoft and Tospearl are trademarks of Momentive Performance Materials Inc.

#### **Media Contact-Americas**

Nancy Pitts  
[Nancy.Pitts@momentive.com](mailto:Nancy.Pitts@momentive.com)  
+001-203-801-0836

#### **Media Contact-Europe, Middle East & Africa**

Fabienne Verrey-Kalaidjian  
[Fabienne.Verrey-Kalaidjian@momentive.com](mailto:Fabienne.Verrey-Kalaidjian@momentive.com)  
+41 (0) 22 792 2856

#### **Media Contact-Asia/Pacific**

Joyce Sun  
[Joyce.Sun@momentive.com](mailto:Joyce.Sun@momentive.com)  
+86-21-507 937 39