

Momentive Adds to Personal Care Portfolio with Launch of Velvesil* 034 Organosilicone Gel

ALBANY, N.Y., April 14, 2010 — Momentive Performance Materials today introduced Velvesil* 034 organosilicone gel at InCosmetics international exhibition for Personal Care in Paris, to complement a growing portfolio of advanced personal care solutions. Available globally, the new product offering builds on Momentive's 70-year tradition of developing and bringing to market breakthrough technology-based solutions that improve the performance of everyday products.

Velvesil 034 organosilicone gel is an excellent candidate to consider for the dispersion and even spreading of cosmetic ingredients. Leveraging a unique, patented silicone crosspolymer network, it can help deliver brighter, more uniform color and other sensory benefits in make-up formulations, as well as improved coverage in daily sunscreens. [Velvesil 034 organosilicone gel](#) is also compatible with most cosmetic ingredients, enhancing the stability of a wide range of personal care products.

"As personal care formulators seek to deliver high-performing products with added sensory benefits, we are dedicated to providing them with the materials they need, whether in hair care, cosmetics or sun care," said Beatriz Blanco, global business director, Momentive. "This exciting new product will help our customers put the latest and best science to work for consumers who have high expectations for their personal care products."

Last month, Momentive introduced [Silsoft* AX conditioning agent](#), which can help manufacturers of hair care products offer enhanced sleekness, shine and manageability for hair, and [Tospearl* AQ microspheres](#) that can help 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. See new [Silsoft A+ conditioning agent](#) in a video on our site.

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.

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.

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