



SR 1000 Resin

Consumers invest a lot in making themselves feel and look good. They expect you to create products that allow them to stay that way.

Today's consumers want to do it all, often in the same day—work, exercise, parent, socialize. And, they are spending more on personal beauty products and devoting more time than ever before to their daily beauty regimen. So, the last thing they want is a product that washes-off, fades or fails to adhere well to the skin or hair.

With Momentive's SR1000 resin, you can create lip, skin and hair products that fit these busy consumer lifestyles and help keep them looking great all day.

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SR 1000 Resin

Formulate Products With Real Staying Power and Less Transfer

Whether it's solid or liquid lip color, mascara, eye shadow, foundation, body or facial care, sunscreen or hair products like root touch up sprays, incorporating Momentive's SR1000 resin into your formulation can help consumers achieve looks that last all day.

Key Features and Typical Benefits

- Improved adhesion—long-wear performance that lasts up to 12 hours or more
- Resistance to water and sweat—reduced product wash-off by up to 50%
- Reduced product transfer—less smearing or migrating of product
- Film flexibility—comfortable to wear
- Retention of SPF after immersion in water

Momentive's SR1000 resin helps form a long-wearing film on skin or hair for a good look and feel that won't quit.



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