



Momentive Performance Materials to Introduce Two Ready-To-Use, Multi-Functional Silicone Formulations at In-Cosmetics®

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WATERFORD, N.Y., April 15, 2013 -- Momentive Performance Materials Inc. (MPM) will introduce two ready-to-use, multi-functional silicone formulations at In-Cosmetics® 2013 in Paris, France, April 16-18. The unique blend of ingredients in Velvesil Mul-T gel and Silsoft E-Pearl PF emulsion can allow formulators to eliminate the time and additional steps involved with working with a number of individual ingredients.

Whether formulators need a starting point or finishing touch, Velvesil Mul-T gel and Silsoft E-Pearl PF emulsion are excellent solutions to consider. Most importantly, both new products can deliver this exceptional flexibility and convenience while helping provide highly desirable benefits for a large number of skincare applications.

“By providing a blend of our premium ingredients in both Velvesil Mul-T gel and Silsoft E-Pearl PF emulsion, we can offer formulators multiple benefits for a huge array of applications, **all rolled into single products**, thereby creating synergies,” said David Cohon, Global Marketing Director, Personal Care, Momentive Performance Materials. “We know it is resource-intensive and costly for our customers to introduce new ingredients into their stable of raw materials but equally important to satisfy consumers’ desires and needs. Our new products can help achieve both.”

A more detailed description of the new products launching at In-Cosmetics® follows.

Velvesil Mul-T Gel: The Starting Point

The perfect starting point to consider for a large variety of multi-claim formulations, Velvesil Mul-T gel is a highly versatile material that combines the potent, translucent soft-focus ability of boron nitride with the powdery, velvety touch of patented Velvesil chemistry. Due to its silicone composition, it can deliver a luxurious feel, enhance natural-looking coverage, and minimize the appearance of fine lines and wrinkles. Able to be quickly and easily combined with additional ingredients, Velvesil Mul-T gel may be considered for use in a plethora of multi-benefit personal care products including:

- **Color Cosmetics:** BB & CC creams, foundations, eye shadow and make-up
- **Skin Care:** Creams/lotions and anti-aging (W/O, O/W, W/Si emulsions)
- **Oil Absorption:** Acne products and shine control
- **Sun Care:** After-sun care and SPF with physical/organic UV absorbers
- **Anhydrous Products:** Serums, concealer sticks, eyeliner, pressed powders and primers

Velvesil Mul-T gel can help provide the following additional key features and typical benefits:

- Enhance and complement the look and feel of formulations
- Create a soft, powdery, fast rub-in sensory experience
- Hide and mask skin imperfections due to instant soft focus effects

Silsoft E-Pearl PF Emulsion: The Ending Spark

Silsoft E-Pearl PF emulsion can provide the extra “something” at the end of the formulation process – from enhancing the feel to strengthening the claims that can take it to new and **improved**. It can help provide the consumer with an outstanding sensory experience, hydrating feel, and line-blurring and skin-brightening benefits. This amazing blend of attributes is normally not assembled in one formulation. Silsoft E-Pearl PF emulsion is a patented, non-ionic emulsion that easily incorporates into formulations. Easily dispersible in water, it can even be post-added to many existing formulations. Silsoft E-Pearl PF emulsion may be considered for use in a wide variety of skin care products including:

- **Skin Care:** Moisturizers, anti-aging, creams/lotions, masks and toners (O/W emulsions)
- **Sun Care:** Sunscreens and daily wears
- **Color Cosmetics:** Foundations and concealers

Silsoft E-Pearl PF emulsion can help provide the following additional key features and typical benefits.

- Extremely easy to use
- Soft, smooth, moisturizing silky feel due to silicone content
- Light diffusion effects; blurring of fine lines and wrinkles
- Outstanding lubricity and spreadability

It is important to note that both Velvesil Mul-T gel and Silsoft E-Pearl PF emulsion are paraben-free to help meet consumer and industry demand.

For more information, visit Momentive.com.

About the Company

Momentive Performance Materials Inc. 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 an indirect wholly-owned subsidiary of Momentive Performance Materials Holdings LLC.

About Momentive

Momentive Performance Materials Holdings LLC (“Momentive”) is the ultimate parent company of Momentive Performance Materials Inc. and Momentive Specialty Chemicals Inc. Momentive is a global leader in specialty chemicals and materials, with a broad range of advanced specialty products that help industrial and consumer companies support and improve everyday life. Its technology portfolio delivers tailored solutions to meet the diverse needs of its customers around the world. Momentive was formed in October 2010 through the combination of entities that indirectly owned Momentive Performance Materials Inc. and Hexion Specialty Chemicals Inc. The capital structures and legal entity structures of both Momentive Performance Materials Inc. and Momentive Specialty Chemicals Inc. (formerly known as Hexion Specialty Chemicals, Inc.), and their respective subsidiaries and direct parent companies, remain separate. Momentive Performance Materials Inc. and Momentive Specialty Chemicals Inc. file separate financial and other reports with the Securities and Exchange Commission. Momentive is controlled by investment funds affiliated with Apollo Global Management, LLC. Additional information about Momentive and its products is available at www.momentive.com.

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