



## Press Release

### BRB invests in Asia-Pacific to support its growth in Personal Care

Singapore (3<sup>rd</sup> Sept 2013)

With an extensive experience in silicones, BRB International BV is one of the largest independent producers in the world who has nowadays gained a unique supplier positioning in Personal Care:

- ability to supply cost effective ingredients in all situations over the years,
- possibility for buyers to eliminate most single sourcing issues,
- much wider customization flexibility than other silicone players.

#### Ambition, Flexibility, Innovation...

BRB offers greater flexibility and quicker turnaround than its competitors. At the same time, BRB's focus on base R&D, technical field support and unique, customized products differentiates BRB from smaller suppliers and middleman distributors.

The development of BRB International BV has always been organic, due to its focus on innovations and to a problem solving approach in its markets.

BRB Silicones in Asia-Pacific has enjoyed over the last five years an average double digit growth in Personal Care, its #1 market. In its main regional manufacturing base in Malaysia, BRB already produces dimethiconol blends and emulsions. BRB is now broadening its Malaysian industrial footprint to further back integrate in dimethicone copolyols, alkyl dimethicones and volatile dimethicones for a planned start-up in 2014.

In the Personal Care industry, in addition to a competitive and broad product range, a technical support from ingredient suppliers brings added value to customers in this world of increasingly complex cosmetic formulations. To meet this demand, since 2013, May 1<sup>st</sup>, a **Personal Care Technical Service Manager** based on the silicone technical platform near Kuala Lumpur is developing creative and innovative guide formulations for BRB customers across the globe.

BRB will exhibit for the fourth time at **in-cosmetics Asia in Bangkok, on 29-31 October 2013 on booth C39**. During the exhibition, BRB will release a range of **11 new cosmetic formulations** specially designed to fit the needs of their Asian customers.

More details on next page.

**BRB Silicones in Personal Care... The Power of Smart Ingredients.**

Formulation	Main benefits
Magic Water Bead Cream	This is a water-in-silicone emulsion. Apply the cream on skin and rub it gently. And you will notice some water droplets form on the skin. It gives light, non-greasy and cooling effect after application of the cream
Water Essence Cream	Extra light and non-greasy silicon-in-water emulsion suitable for oily and sensitive skin types. It also suitable for men facial care which gives a moisture and cooling effect during application.
Perfectly Light BB Cream	This light silicone-in-silicone BB emulsion helps to cover minor imperfections on skin. Leave skin soft, silky and powdery feel after application.
Perfectly Whip BB Cream	A light weight water-in-silicone BB cream makes skin look smoother.
Clean and Clear Face Primer	Clear gel based water-in-silicone face primer is suitable to use as a makeup base which to provide long lasting makeup. Also can be used as face moisturizer.
Nourishing Hair Essence Mist	Two layers hair mist with an extra nourishing emulsion on the bottom layer. Gently shake it and spray on the hair ends. It gives instant shininess and silkiness to your hair. And help to repair the spilt end.
Perfectly Clear Gel Moisturizer	Clear gel based moisturizer helps to moisturize your skin and enhances your skin barrier.
Whitening Body Moisturizers	Non-greasy body moisturizer helps to lighten your skin tones.
Solar Protecting Cream (Wash Off Resistance)	Solar protecting cream is specially formulated to protect our skin against harmful UV stress. It brings an extra protective layer against wash off. Suitable for all day long application.
Intensive Leave In Hair Milk	Intensive leave in hair milk helps to repair damage hair due to environmental stress and chemical treatment.
Radiant CC Cream	This water-in-silicone CC cream instantly correct and perfect your skin complexion. Leaving you with a radiant, healthy-looking complexion.



***A perfect mix of dynamic and youthful élan.***

*BRB International BV, a dynamic and innovative company, has an extensive experience in the fields of Silicones, Lubricants, Additives and Chemicals. BRB International BV is now of its kind, one of the largest independent and privately owned companies in the world with a turnover close to €145 million.*

*From the large range of products marketed by two business units (Silicones and Lubricants, Additives & Chemicals), BRB International BV supplies to a broad range of customers in many different markets, including Lube Oil Blending, Cosmetic Industry, Graphic Industry, Automotive, Off Shore Industry and High Tech industries.*

*Established in 1981, headquartered in the south of the Netherlands, BRB International BV has created an effective worldwide supply chain network with offices and warehouses in the UK, Poland, South Africa, United States, Malaysia, Australia, China and Singapore. Our manufacturing sites are located in Europe, Asia and the United States.*

***The Power of a Silicone Major, the Flexibility of a Formulator.***

*BRB Silicones, a business unit of BRB International BV, is a producer of specialty silicones like emulsions, antifoams, water repellants, elastomers, lubricants, silanes, resins, silicone polyethers, dimethicone & cyclomethicone blends, cross polymers and many more customized products. BRB Silicones also supplies a very broad range of core and specialty intermediates to all the silicone industry with a superior combination of product supply regularity and competitive pricing.*

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