Press Release

Elkem Silicones elastomer gel PURESIL™ ORG01 wins 2020 Ringier Technology Innovation Award for Personal Care

Lyon, September 21st 2020

Last July, the award ceremony of the 2020 Ringier Technology Innovation Award - Personal Care was grandly held at Shanghai Marriott Hotel Parkview. After a professional evaluation by independent experts and online voting by industry professionals, Elkem Silicones elastomer gel PURESIL™ ORG01 won the “Effective Ingredients - Innovation Award”.

PURESIL™ ORG 01: Green, eco-forward

PURESIL™ ORG 01 is an innovative eco-forward silicone elastomer gel. Its carrier fluid which represents at least 80% of its composition is derived from sustainable and renewable sugarcane. It meets today’s consumers increasing desire for natural, “green”, eco-friendly products with a low carbon footprint. The C13-15 alkane is made from the fermentation followed by hydrogenation of sugarcane, a 100% carbon conversion from a natural source according to the ISO16128 standard. Furthermore, the sourcing and processing were designed to maximize sustainability: sugarcane is fast growing and requires low water irrigation; it is sourced 2000km away from the Amazon rainforest to respect biodiversity, and its bagasse is used for electric cogeneration to further minimize the carbon footprint.

Beauty-enhancing, instantly imparting a younger look and feel

PURESIL™ ORG 01 elastomer gel features 5-10 x smaller particle sizes compared to the leading benchmarks. This results in better film-forming, even coverage, and high beauty-enhancing efficacy and formulation benefits, such as:

✓ Delivering feather-light, soft, smooth, and powdery feel without negative balling effect
✓ Delivering instant wrinkle masking, minimize the appearance of fine lines
✓ SPF boosting thanks to the excellent film-forming and even coverage
✓ High efficiency in thickening water-in-silicone and oil-in-water emulsions

The carrier fluid of ORG 01 is non-volatile, easy to spread, light sensory with quick absorption in the skin. PURESIL™ ORG 01 is an ideal alternative to elastomers delivered in cyclopentasiloxane.
Committed to providing more innovative eco-forward solutions

As an integrated upstream and downstream silicone manufacturer, Elkem Silicones strives to move toward sustainability by controlling carbon emission, investing in renewable energy, reducing carbon footprint & minimizing waste. We are committed to developing innovative products that meet customers' requirements for sustainable and eco-friendly raw materials. Stay tuned for our new addition to the ORG series soon.

Learn more on our PURESIL™ pages and get our dedicated resources.

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About Elkem Silicones
Elkem Silicones has more than 3,500 employees dedicated to providing silicone solutions with a personal touch that deliver your potential. Elkem Silicones, a division of Elkem, is one of the world’s leading fully integrated silicone suppliers, operating 13 multi-functional manufacturing sites and 13 R&D centers around the globe. Based in Lyon, France, Elkem Silicones offers a full range of silicone technologies for diverse specialty markets including aerospace, automotive, construction, consumer goods, energy, healthcare, paper, personal care and textiles. www.silicones.elkem.com

About Elkem ASA
Founded in 1904, Elkem is one of the world’s leading suppliers of silicon-based advanced materials with operations throughout the value chain from quartz to specialty silicones, as well as attractive market positions in specialty ferrosilicon alloys and carbon materials. Elkem is a publicly listed company on the Oslo Stock Exchange (ticker code: ELK) and is headquartered in Oslo. The company has more than 6,700 employees with 31 production sites and an extensive network of sales offices worldwide. In 2019 Elkem had revenues of NOK 22.7 billion. To learn more, please visit www.elkem.com