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## NEWS RELEASE

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For Immediate Release

### **Gelest Launches New Alternative to D<sub>5</sub> Cyclomethicone Fluid**

*New SiBrid<sup>®</sup> TM-031 personal care fluid offers volatility and solubility characteristics similar to D<sub>5</sub>*

MORRISVILLE, Pa. (June 6, 2019) – Gelest Inc., a leading innovator in materials science and technology, has launched SiBrid<sup>®</sup> TM-031 personal care specialty silicone fluid with volatility and solubility characteristics similar to the cyclomethicone D<sub>5</sub>. Gelest showcased SiBrid<sup>®</sup> TM-031 (INCI: Propyl Trisiloxane) at the New York Society of Cosmetic Chemists (NYSCC) Suppliers' Day in New York.

D<sub>5</sub> is an excellent carrier fluid and widely used in a broad range of personal care products. However, in recent years, D<sub>5</sub> encountered increased environmental scrutiny and was classified as a Substances of Very High Concern (SVHC) by the Member State Committee (MSC) of the European Chemicals Agency (ECHA). As a result, wash-off cosmetics products containing D<sub>5</sub> in a concentration of 0.1% or higher by weight may not be marketed after January 31, 2020.

“The volatility and solubility properties of SiBrid TM-031 enable formulators to achieve their performance goals while addressing D<sub>5</sub> regulatory concerns,” said Daria Carlin Long, Gelest Global Business Director. “Like D<sub>5</sub>, SiBrid TM-031 can solublize a long list

of cosmetic ingredients, ranging from low viscosity dimethicones and diethicones to high viscosity butters.”

SiBrid TM-031 is an excellent alternative to D<sub>5</sub> in creams, lotions, solid sticks, foundations, tanning oils and hair care products. The specialty silicone reduces tack and greasiness, imparts a light and dry skin feel with a soft and silky after-feel. The colorless fluid improves spreadability. The solubilizing properties of SiBrid TM-031 make it a valuable alternative in cleansing and personal care products.

Long noted while SiBrid TM-031 is an alternative to D<sub>5</sub>, it is not a drop-in replacement in all formulations. “Formulators may need to adjust their formulations to account for interactions with other ingredients in order to maximize the synergistic effect,” she said.

To learn more about SiBrid TM-031 and other Gelest materials for personal care applications, please email [info@gelest.com](mailto:info@gelest.com). To view a complete product listing, please visit [Gelest.com](http://Gelest.com).

### **About Gelest**

Gelest, Inc., headquartered in Morrisville, Pennsylvania, is an innovator, manufacturer, and supplier of silicones, organosilanes, metal-organics, and surface-treated pigments for advanced technology end markets including medical device, life sciences, microelectronics, personal care, and advanced coatings, adhesives, sealants, elastomers (CASE) markets. The company helps customers win by assisting them in the development and supply of chemistry to solve their most challenging materials science problems and enable their new product technology. [www.gelest.com](http://www.gelest.com)

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