

DOWSIL – The Rollout of a New Product Brand Name

A conversation with Eric Peeters, Global Business Director Dow Home & Personal Care

EURO COSMETICS: *You are a global leader in silicon-based technology and innovation. Now you have launched DOWSIL™, a new product name for Dow silicone-based home and personal care products. Eric, what was the driving force behind the new brand product name?*



Eric Peeters

Eric Peeters: The newly launched name represents the combined power of Dow and Dow Corning and highlights the silicone expertise, R&D capabilities and industry knowledge which span many markets. Through this new name, we unify our product offerings and build upon our legacy to help brands maintain a competitive edge in the home and personal care industry.

The driving force behind the new name stems from the integration into The Dow Chemical Company of Dow Corning, as it became a wholly owned subsidiary in June 2016. One component of the integration is that the brand name changes. More importantly, the integration combines the highly complementary strengths of each company's people, technology and solutions.

Under a new company name, we transitioned our product brand names to represent these new combined capabilities.

EURO COSMETICS: *What does the name mean to Dow and to its customers?*

Eric Peeters: First and foremost, we are committed to our customers and this brand name represents our commitment to continue supplying them with the highest-quality silicone ingredients. We remain focused on providing solutions they have relied upon for decades, now under a new name backed by Dow's global presence and R&D expertise.

EURO COSMETICS: *How will the rebrand impact customers?*

Eric Peeters: Speaking to product names the nomenclature or descriptor following the brand will remain the same. Customers can expect the same high-quality solutions and customer service they currently rely on in their formulations.

A new feature that comes with the rebrand is the new consumer.dow.com customer experience website. Launched globally on February 6, 2018, customers can enjoy a simpler online search and buying experience which replaces the previous dowcorning.com platform. With enhanced features and additional resources, our new, rebranded website will streamline buying



experiences and offer greater assistance to our customers.

EURO COSMETICS: *Are there any resources to help customers transition their specs to the product name?*

Eric Peeters: To help guide customers through the transition, we've implemented a continuously updated information system at consumer.dow.com/integration. Through this resource, customers can have easy access to information tailored to their specific transition needs. This includes implementation updates, integration activity materials, FAQs or a tool to generate a chemical equivalency certificate for specific products. Now with the newly launched consumer.dow.com website they also have access to easier supply handling and ordering.

EURO COSMETICS: *What does the future hold for DOWSIL™ product innovations for Home and Personal Care?*

Eric Peeters: The new brand name marks the beginning of a new era for Dow Home & Personal Care products. We are excited to have all of our products unified under one name and we look forward to continu-





ing to supply current solutions while also broadening our portfolio with new innovations that help brand owners deliver the benefits today's consumers demand.

Throughout the next year customers can expect to see new innovations from Dow in the areas of skin care, sun care and hair styling. In particular, visitors to in-cosmetics global in April will be the first to discover how Dow's newest skincare technology opens up attractive possibilities for consumers to enjoy ageing as a blessing. At stand F20, Dow's experts will highlight innovative textures based on their deep technical expertise in rheology modification; this can help formulators to create new and appealing textures to leave consumers with a memorable sensory experience. Dow further showcases a



groundbreaking SPF-boosting technology designed for inorganic UV absorbers.

EURO COSMETICS: *And what does that mean especially for the personal care sector?*

Eric Peeters: The ability to combine silicone and other technologies like acrylics, cellulose and other organic chemistries both as separate ingredients in a single formulation and as a chemistry set enables us to help customers create products with a multitude of benefits like enhanced sensory, long lasting wear and high water content.

We serve an industry that is driven by consumer wants and desires thus have put a special emphasis on researching and creating new innovative solutions including new silicone solutions that lead to the production of high-quality, high-performance products. We will continue to build on the combined benefits of silicones with other chemistries to create products with the performance and sensory after-feel consumers desire.

EURO COSMETICS: *Are there any new products already released under the DOWSIL™ name?*

Eric Peeters: Since rolling out the new name, one product has been released in the home care sector which was a finalist for the 2017 R&D 100 Awards. DOWSIL™

EasyRinse GP-4633 offers manual laundry detergent manufacturers a solution to better manage foam during the rinse cycle. The ingredient enables up to 50 percent less water needed for the rinse and less consumer effort and time spent on doing the laundry.

Once fully implemented, all silicone-based products will transition to the new name DOWSIL and we have several new product launches scheduled for this year that will be released under the new name.

EURO COSMETICS: *What other strategic corporate goals are you pursuing?*

Eric Peeters: Our commitment to creating a more sustainable planet sits at the core of all that we do. This year, we will continue progress to meet our Dow 2025 Sustainability Goals by working with customers to develop high-value formulations that help address natural resource scarcity and support cleaner, more efficient manufacturing processes. We apply a value chain approach to assessing the sustainability of our technologies in application – by identifying the improvement opportunities and benefits at each stage of the value chain from raw materials, to formulation, the consumer experience and end of life.

EURO COSMETICS: *Thank you for the conversation.* ■