

## Features and Benefits

- Water-based for processing ease; maximized solids content and low use levels for maintenance of tissue strength
- Appropriate for skin contact
- Excellent hand modification capability
- Reduced coefficient of friction for reduced surface drag during use
- Balance varying needs for softness vs. absorbency
- Minimal effect on tissue odor
- Appropriate for use on a variety of tissue types
- Application flexibility – spray or roll coating
- Energy-saving room-temperature process
- Anionic or cationic system compatibility
- Shear and thermal stability
- No hazardous solvents
- 0% volatile organic content (VOC) possible

So soft your customers will feel and *prefer* the difference



# Dow Corning® brand topical treatments for tissue

Dow Corning® TM series topical treatments are surface-modifying silicone emulsions that add customer-pleasing benefits to tissue.

- A pleasant feel – downy soft and slick or silky smooth
- Luxurious bulkiness
- Reduced surface drag
- Tissue strength maintained
- Potentially less dust and lint during use than untreated tissue

## Softeners specific to your application

Dow Corning™ series emulsions were designed *specifically* for the processing and performance needs of tissue applications. With these materials and technical support from Dow Corning, you can achieve a soft hand feel that is superior to that obtained from methods that only increase tissue bulk, such as using debonders or modifying the pulp.

TM series emulsions can be applied as supplied, diluted or as part of a finishing lotion formulation via low-cost spray or high-efficiency roll-coating equipment. The products are appropriate for use on

- Facial tissues for makeup removal and hygiene
- Bath (toilette) tissues

## Compare your options

Dow Corning® brand Product	Softness Benefit	Viscosity, cSt	Relative Hand <sup>1</sup>	Aged Absorbency, seconds <sup>2</sup>
TM-4010 Emulsion	Silky & Absorbent	40	***	***
TM-4050 Emulsion	Premium Bulkiness	10	****	**
TM-4060 Emulsion	Premium Soft & Absorbent	40	*****	***
TM-4011 Emulsion	Silky, Economical	20	**	***
TM-4012 Dispersion	Soft & Absorbent	30	***	****
Untreated Base Sheet	—	—	*	*****

<sup>1</sup>\*\*\*\*\* = Highest degree of softness per panel test.

<sup>2</sup>\*\*\*\*\* = Highest degree of absorbency – 100% sample saturation after 14-day storage at 50°C and 0% relative humidity.

Pulp & Paper Making  
Solutions

DOW CORNING

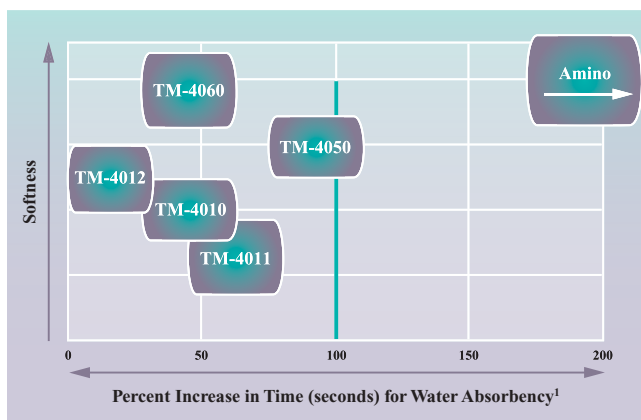
## Potential cost savings

Dow Corning™ series emulsions have the potential to help you reduce your raw material and processing costs. For example, they may allow you to use higher levels of lower-priced recycled fibers without sacrificing softness. Plus, they are supplied in a liquid state, unlike organic wax treatments, which require heat melting during application. Consequently, using TM series emulsions may enable you to reduce your energy costs as well.

## A comprehensive tissue softening product line

Different applications, substrates and market situations require different solutions. In response, Dow Corning has developed an entire line of topical treatments designed to meet, exactly, your special needs for tissue softness, absorbency, performance and economy. More choices give you more opportunities for success.

### Softness vs. water absorbency



<sup>1</sup>Absorbency on 1-ply tissue in pile form treated with 35 grams solids per square meter of the indicated Dow Corning silicone emulsion vs. untreated tissue.

Note: While amino softeners deliver a higher degree of softness, they may be too reactive and too water repellent for tissue applications.

## More than silicone. More than materials.

Choose Dow Corning as your tissue softening partner and you will receive more than silicone. More than materials. Dow Corning is the only supplier with a global team of experts dedicated exclusively to finding silicon-based solutions for tissue, pulp and paper applications. We are continually investing in tissue-related research and development. And the Dow Corning Pulp & Papermaking Solutions team has a unique understanding of silicon-based chemicals and their impact on tissue processing.

Dow Corning can provide you with global material, service and solution support. Discover how much more we can do to help you meet your competitive challenges and take advantage of new opportunities in the tissue market.

## For more information, contact us.

Additional product, service and technical information is available at the Dow Corning Tissue Solutions website [www.dowcorning.com/tissue](http://www.dowcorning.com/tissue).

Dow Corning has sales offices, manufacturing sites, and science and technology laboratories around the globe. For customer service, call the Customer Service Center nearest you.

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Printed in USA

AGP7252

Form No. 30-1122-01