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## **Dow Announces Partnership with BSB Nanotechnology to Expand Bio-based, and Low-carbon Ingredients in the Global Personal Care Market**

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Dow announced a new engagement with BSB Nanotechnology Joint Stock Company, the world's first producer of premium rice husk-based specialty silica.

Rice husk, a renewable resource produced as a waste product of rice milling, is used for a plethora of diverse applications in the personal care market. This engagement helps accelerate [Dow](#)'s commitment towards a bio-based offering. The newly added ingredient – sold under the Dow trademark EcoSmooth™ Rice Husk Cosmetic Powder - delivers optical benefits and a unique sensorial experience for consumers in skin care, hair care and color cosmetic applications.

"Dow's partnership with [BSB Nanotechnology](#) shines a light on how we continue to deliver on our commitment to transition towards a circular and low-carbon personal care offering while fostering valuable relationships with industry trailblazers," said Isabel Almiro do Vale, global marketing and strategy director for Dow Personal Care. "This partnership is another significant milestone allowing Dow to expand its portfolio of products that enable eco-conscious claims, prioritizing solutions that deliver high-quality, benefits backed by science."

The product of choice for the eco-conscious consumer, the EcoSmooth™ Rice Husk Cosmetic Powder is the exclusive ingredient to make its debut between the two parties. Compiled from non-GMO natural sources, this silica powder is upcycled from rice husk, a by-product from agriculture. It delivers a smooth feel combined with optical benefits like blurring imperfections and mattifying skin.

"This agreement signifies not only the first step towards a collaboration between Dow and BSB in the personal care sector but has also opened new pathways to other business sectors

within Dow where BSB's bio-based rice husk silica can offer sustainability and multifunctionality," said Hung Nguyen, CEO of BSB. "BSB will continue to create more innovative and green solutions for the world and offer these additives through global partners like Dow."

Read the [original article](#) on News Direct.