

Tailored Hair Conditioning Solutions from Dow Corning

Address specific hair conditioning challenges

Create conditioning shampoos and rinse-off and leave-in products that meet the unique needs of different hair types, including:

- ▶ Dry, damaged hair
- ▶ Thin, dull hair
- ▶ Color-treated hair
- ▶ Thick or rebellious hair
- ▶ Hair in need of protection



GO BEYOND

Meet specialized needs Expand your range of solutions Offer “ideal-for-me” conditioning products

How many consumers believe they have “average” hair? Not many. Most are dealing with specific hair care challenges and are pleasantly surprised when they find products designed especially for their hair type. So pleasantly surprised, in fact, they are often willing to invest more in those products.

Providing an “ideal-for-me” user experience is a great way to capture consumer attention and earn brand loyalty. And Dow Corning can help you do exactly that ... with formulation know-how and a selection of ingredients that provide conditioning benefits for specific hair types. With these targeted technologies, you can create products that make even dull, dry, damaged, thin, color-treated or rebellious hair feel and look noticeably better.

Take the guesswork out of new product development

Dow Corning has more than 30 years of experience developing silicone-based technologies for the hair care industry. We can provide you with specialty silicones that deliver superior conditioning performance when formulated for specific applications and hair types.

With proven technologies and formulation expertise from Dow Corning, you can bring highly differentiated conditioning products to market more quickly and easily – products that meet consumer desires for hair that has a natural, healthy look and feel; is easy to comb; and retains its brilliant shine from wash to wash.



GO BEYOND

with Dow Corning Solutions for Tailored Conditioning



Dow Corning® CE 8401 Emulsion

Combining the benefits of amino and polyether silicone technologies, *Dow Corning® CE 8401 Emulsion* is ideal for use in conditioning shampoos for dry, damaged hair. It allows you to formulate products that set a new standard for perceived moisturization and conditioning by delivering excellent wet and dry combing, and superior wet and dry sensory feel. The product also enhances hair body and wave and prevents color loss in color-treated hair. Excellent conditioning even at low usage levels.

Dow Corning® 8500 Conditioning Agent

Dow Corning® 8500 Conditioning Agent is not a traditional amodimethicone. This unique formulation is excellent for creating conditioning shampoos for dry, damaged hair. Benefits include superior conditioning, strong wet or dry detangling, and smoothness. The product can be used in either clear or opaque shampoos without the need of a suspending agent or solubilizers. This easy-to-formulate silicone can be added at any time in the process.

XIAMETER® OFX-5330 Fluid

This water-soluble silicone polyether is ideal for use in conditioning shampoos for thin, dull hair. In both clear and opaque systems, XIAMETER® OFX-5330 Fluid imparts brilliant shine and light conditioning that won't weigh hair down. No suspending agent or solubilizers are required in typical surfactant-based formulations, and the product is easy to formulate.

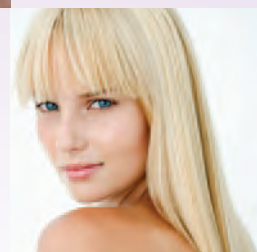
Dow Corning® 5-7113 Silicone Quat Microemulsion

Dow Corning® 5-7113 Silicone Quat Microemulsion is perfect for formulating clear or opaque rinse-off conditioners that target damaged or color-treated hair. In addition to superior wet and dry detangling, it enhances hair strength and gives hair extra body and volume. Effective at low use levels.

Dow Corning® 2-8566 Amino Fluid

Dow Corning® 2-8566 Amino Fluid adds consumer-pleasing qualities to rinse-off conditioners. It smooths thick or rebellious hair, eases wet and dry combing, decreases fly-away, delivers long-lasting conditioning without build-up, and improves color depth and longevity when used in rinse-off conditioners or semi-permanent colorants.

These products were carefully evaluated and selected for their ability to deliver targeted and sophisticated results when used in conditioning formulations for specific hair types. Dow Corning can help you use these technologies to design unique products in a competitive and crowded marketplace.



Dow Corning® AP-8087 Fluid

This product's combination of relatively low amine content and high molecular weight gives you a cost-effective leave-in conditioning solution for color-treated hair. *Dow Corning® AP-8087 Fluid* improves wet and dry combing and color protection. You can add it to the oil phase of your leave-in conditioner at low or high temperatures.

Dow Corning® 2-2078 Fluid

Dow Corning® 2-2078 Fluid is an amino phenyl resin that is excellent for formulating leave-in conditioners for dull hair or hair that needs protection. Not only does this product offer superior, long-lasting shine in both emulsion and anhydrous systems, it also enhances hair strength. With its high pH stability, *Dow Corning® 2-2078 Fluid* can also be used in hair relaxers, colorants and permanents.



Start with products that deliver the right conditioning performance for your application

Hair Type Examples	Selected Applications	Conditioning Level			Product	INCI Name
		Mild	Moderate	Intensive		
Dry, damaged hair	Shampoo			●	<i>Dow Corning® CE 8401 Emulsion</i>	Bis-Isobutyl PEG/PPG-20/35/Amodimethicone Copolymer (and) Cetyl Ethylhexanoate (and) Polysorbate 80 (and) Butylene Glycol
Dry, damaged hair	Shampoo		●		<i>Dow Corning® 8500 Conditioning Agent</i>	Bis (C13-15 Alkoxy) PG Amodimethicone
Thin, dull hair	Shampoo	●			XIAMETER® OFX-5330 Fluid	PEG/PPG-15/15 Dimethicone
Damaged, color-treated hair	Rinse-off conditioner			●	<i>Dow Corning® 5-7113 Silicone Quat Microemulsion</i>	Silicone Quaternium-16 (and) Undeceth-11 (and) Butyloctanol (and) Undeceth-5
Thick or rebellious hair	Rinse-off conditioner		●		<i>Dow Corning® 2-8566 Amino Fluid</i>	Amodimethicone
Color-treated hair	Leave-in conditioner		●		<i>Dow Corning® AP-8087 Fluid</i>	Bis-Hydroxy/Methoxy Amodimethicone
Dull hair or hair in need of protection	Leave-in conditioner	●			<i>Dow Corning® 2-2078 Fluid</i>	Aminopropyl Phenyl Trimethicone

The tailored conditioning examples provided in this table are not comprehensive. They represent only a sampling of the potential benefits that may be achieved by matching the right Dow Corning product with your application and a given hair type.

All the Dow Corning products listed here are suitable for cold processing. Cold processing can reduce both your energy costs and CO₂ emissions.

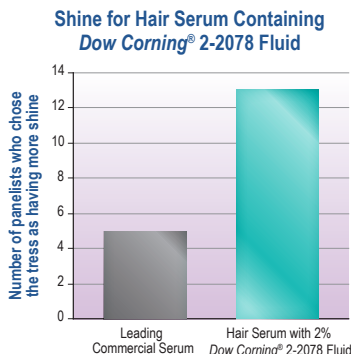
A sampling of application testing results

What do consumers expect in a hair conditioning product? Shine, ease of wet and dry combing, and improved hair feel. See how these *Dow Corning*[®] brand conditioning products have performed in application tests.

Shine

Dow Corning[®] 2-2078 Fluid delivers superior, long-lasting shine that surpasses the leading hair serum benchmark.

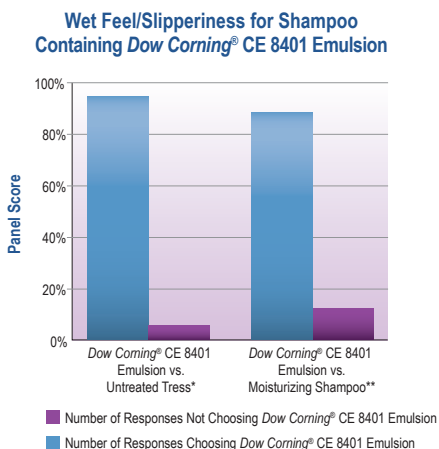
Sensory panel testing, 0.2g treatment level, slightly bleached hair. (90% Confidence Level)



Feel

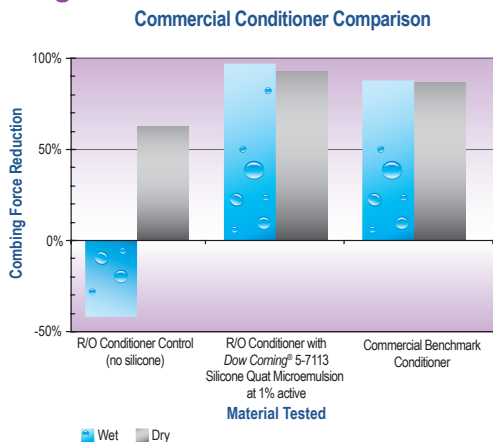
Dow Corning[®] CE 8401 Emulsion outperforms the leading commercial moisturizing shampoo for wet feel/slipperiness.

Sensory panel testing: measure of resistance by placing hair between thumb and forefinger and sliding downward; 18 panelists. *99.9% Confidence Level **99% Confidence Level



Wet and dry combing

Dow Corning[®] 5-7113 Silicone Quat Microemulsion delivers excellent conditioning performance compared to a leading rinse-off conditioner and a rinse-off product that contains no silicone.



Two brands to serve you

Whether you need industry-leading innovation or greater cost efficiency, *Dow Corning* can help. *Dow Corning*[®] brand solutions are dedicated to meeting your needs for specialty materials, collaborative problem-solving and innovation support. Learn how we can help you at dowcorning.com/personalcare.

If you need to buy high-quality, standard silicone materials at market-based prices, we can help you achieve that through our Web-enabled XIAMETER[®] brand and business model. Learn more at www.xiameter.com.

Your Global Connection

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