


DOW CORNING

Beauty & Personal Care
Solutions

beauty WITH IMPACT
hair care



***A Novel Silicone
Dispersion for
Unique Textures and
Sensory Experiences***

Surge of Leave-in Hair Products

- Fueled by consumers' increasing desire for fashion and beauty, leave-in hair products have proliferated in the last decade. Last year alone, there were more than 5,000 products launched around the globe.¹
- More than ever, formulators are crafting leave-in products that combine styling and nourishing to protect hair and repair damage, provide control and definition, add shine, and create texture.
- Product efficacy claims, tailored solutions, new product formats (such as multifunctional hybrids) and unique texture are examples of differentiation in this crowded market.

¹Mintel database.



Redken One United All-in-One



Multibenefit treatment, for all hair types and textures, is claimed to offer 25 benefits that increase manageability, protection and beauty of hair: it conditions, **nourishes**, **improves manageability**, helps even porous hair, reduces dryness, detangles, delivers instant results, offers an ideal cutting solution, **primes hair for styling**, helps **prevent** breaking from brushing, is safe for color-treated hair, helps **prevent** heat damage, helps **prevent** split ends, helps seal in hair cuticle, is safe for ombre hair, helps **shield** against external aggressors, gives a **silky touch**, adds **smoothness**, adds **shine**, helps **control frizz**, is anti-static, controls flyaways, makes blow-drying easier, acts as a style refresher, and provides lightweight results.

Ingredients: Aqua (water), Cocos nucifera oil (coconut oil), amodimethicone, polyquaternium-37, phenoxyethanol, propylene glycol dicaprylate/dicaprate, parfum (fragrance), acetamide MEA, lactamide MEA, dimethicone PEG-7 phosphate, PPG-1 trideceth-6, trideceth-6, behentrimonium chloride, xylose, lactic acid, ethylhexylglycerin, cetrimonium chloride, hydrolyzed vegetable protein PG-propyl silanetriol, citronellol, geraniol, linalool, alpha-isomethyl ionone, Viola odorata extract, Viola odorata flower/leaf extract, sodium hydroxide, D171495/2

Source: Mintel database.

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Ted Gibson Goodnite Replenish Hair Repair Serum



A hair treatment with vitamins A, B and E and wild orchid and wheat protein extracts to soothe the scalp and hair. The serum **repairs** and **conditions** overworked hair, **moisturizing** and **nourishing** it.

Ingredients: Water (aqua), cyclopentasiloxane, orchis maculata flower extract, lavandula angustifolia (lavender) oil, tocopheryl acetate, hydroxypropyltrimonium hydrolyzed silk, retinyl palmitate, fragrance (parfum), glycerin, PEG-40 hydrogenated castor oil, panthenol, methylparaben, dimethicone, disodium EDTA, amodimethicone, cetrimonium chloride, PEG-12 dimethicone, stearyltrimonium chloride, hydroxyethylcellulose, trideceth-12

Source: Mintel database.



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Philip B Oud Royal Mega-Curl Enhancer



A miracle botanical styler, this product is said to fight **frizz**, revive **shine**, and activate waves and curls, leaving them super-soft, glossy and defined and easier to control than ever. It contains **super-moisturizing** agents and is claimed to leave curls bouncy and shiny for days as they are locked in time-release moisture for supple definition and high shine.

Ingredients: water (aqua), cetearyl alcohol, fragrance (perfume), Carthamus tinctorius (safflower) oleosomes, cetyl esters, phenoxyethanol, hydroxyethylcellulose, behentrimonium chloride, glycerin, panthenol, Schinziophyton rautanenii kernel oil, quaternium-91, glycolic acid, cetrimonium methosulfate, polyquaternium-37, sodium benzoate, polyurethane-14, aminomethyl propanol, linalool, hexyl cinnamal, citronellol, ethylhexylglycerin, AMP-acrylate copolymer, cetrimonium chloride, benzyl salicylate, amodimethicone, butylphenyl methylpropional, limonene, tetrasodium EDTA

Source: Mintel database.

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INTRODUCING

Dow Corning[®] **3901**
Liquid Satin Blend

for Leave-in Hair Care Applications

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Desire to Differentiate

Whether prestige or masstige, *Dow Corning*[®] 3901 Liquid Satin Blend can help you **differentiate your leave-in formulations** and deliver **luxurious smoothness, playful textures** in formulation, and beauty-enhancing benefits like **stylability** and **shine**.



INCI Name:

Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer

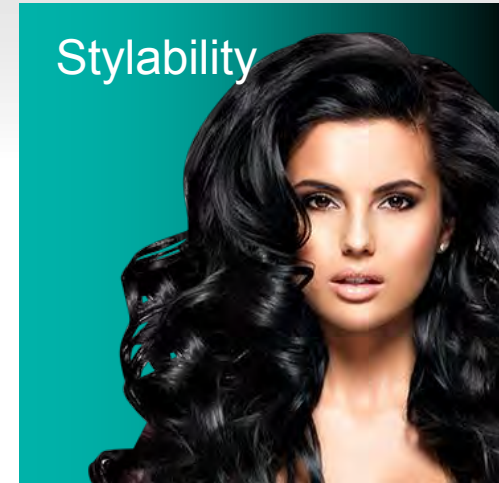
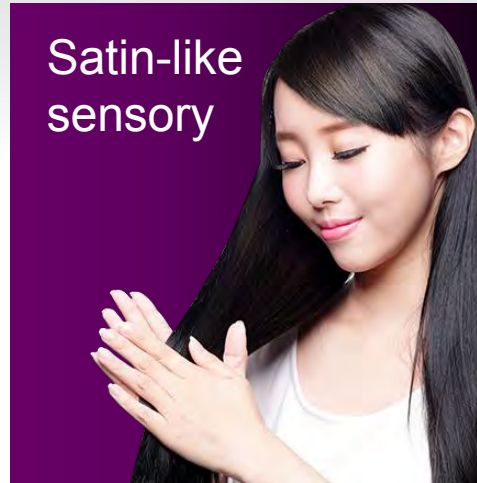
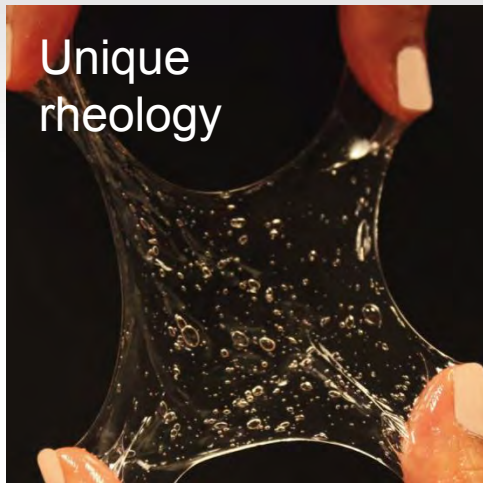
Typical Properties

% Active	6.25%
Carrier Fluid	XIAMETER [®] PMX-200 Silicone Fluid, 2 cSt
Appearance	Clear, thick, stringy liquid
Typical Use Levels in Hair Care	3-20%

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Key Benefits of *Dow Corning*[®] 3901 Liquid Satin Blend in Hair Care



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Product Background

Dow Corning® 3901 Liquid Satin Blend

INCI Name:

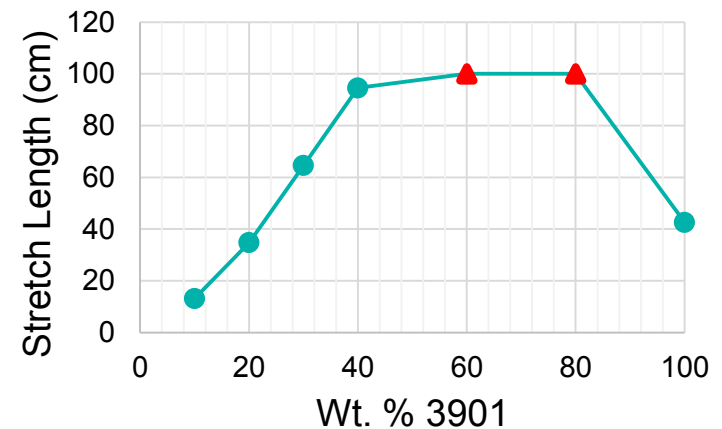
Dimethicone (and) Dimethicone/Vinyl
Dimethicone Crosspolymer

Properties:

% Active	6.25%
Carrier Fluid	PMX-200 Silicone Fluid 2 cSt
Appearance	Clear, thick, stringy liquid
Typical Use Levels in Hair Care	3-20%



Stringiness of 3901



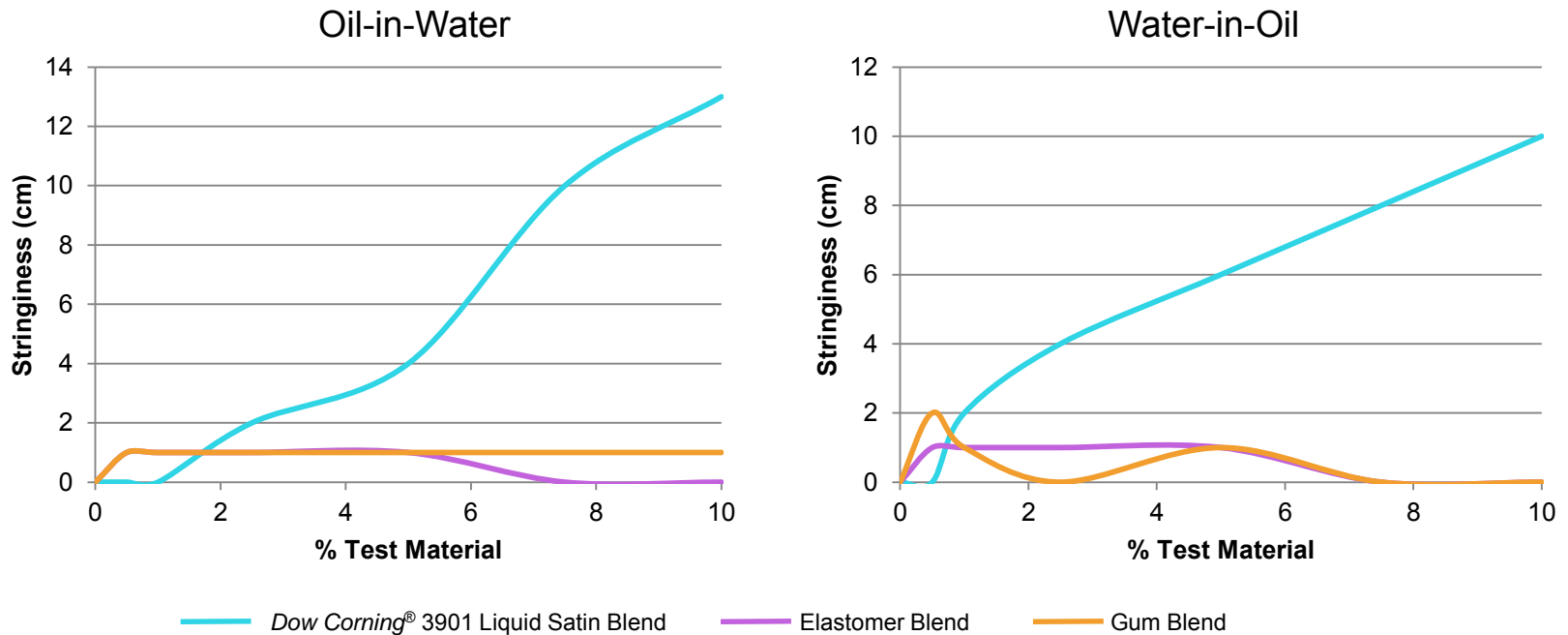
▲ Stretches more than 100 cm

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Unique Rheology: Stringiness

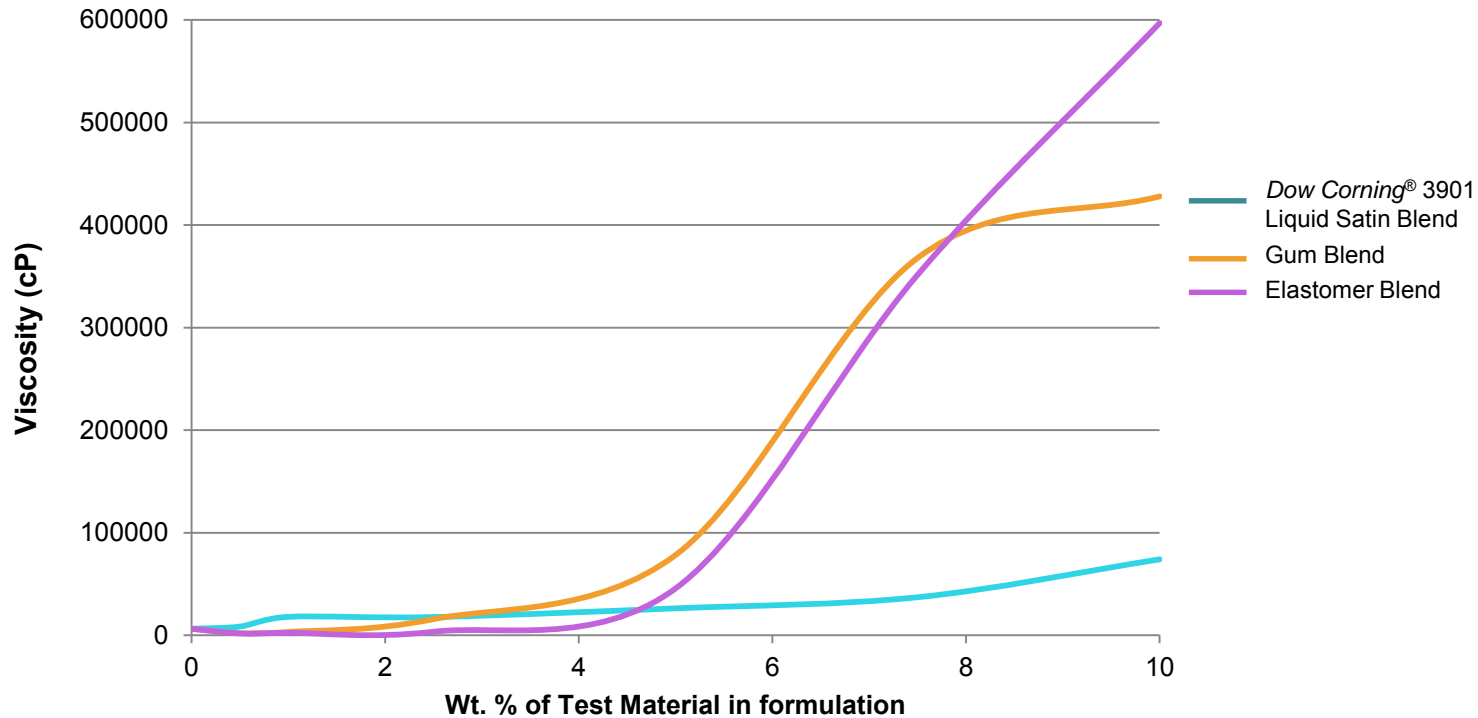
- Stringiness property increases in oil-in-water and water-in-oil systems upon further addition of *Dow Corning*[®] 3901 Liquid Satin Blend
- Rheology differences seen when using as little as 1-2 wt.% *Dow Corning*[®] 3901 Liquid Satin Blend



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Unique Rheology: Effects on Viscosity

Water-in-oil test emulsion



Note: Very little viscosity difference seen in Si/W emulsions due to test materials in the internal phase.

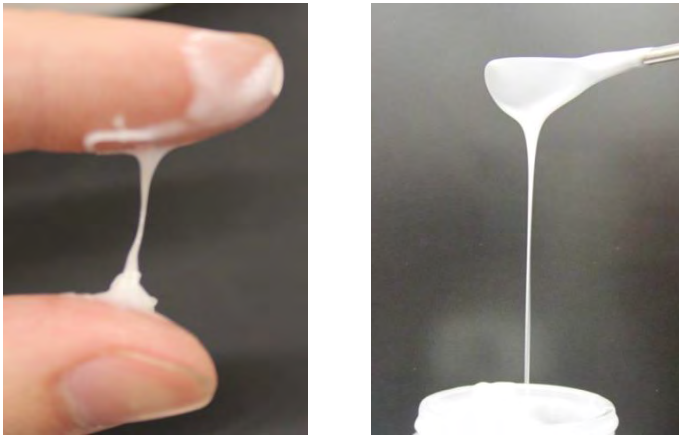


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Unique Rheology: Modification

Dow Corning[®] 3901 Liquid Satin Blend imparts a “stringy” rheology to many formulations whether water-in-oil or oil-in-water emulsions.

Dow Corning[®] 3901 Liquid Satin Blend



Stringy texture easily seen and felt

Gum/Elastomer Blends



Stringy rheology not present

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Dow Corning[®] 3901 Liquid Satin Blend in Hair Care Applications

Consumer Benefits



Unique rheology

Reduced friction

Smoothness, slipperiness, flexibility

Shine

Enhanced dry combing

Curl retention and definition

Reduced static

Ease of styling

Hair alignment

Reduced frizz

Heat protection

Formulator Benefits






Unique rheology

China cosmetic use compliant

Low cyclics content (<0.1%)

Cold processing possible

 Unique rheology  Satin-like sensory  Stylability

Luxe Leave-in Kit

*With Dow Corning[®] 3901
Liquid Satin Blend*

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What's Inside



String of Pearls Hair Oil

CPF 2264

Anhydrous serum – unique rheology, reduced friction, smoothness, slipperiness, flexibility, curl retention and definition, shine



Styling Silk

CPF 2265

Water-in-silicone cream – unique rheology, reduced friction, curl retention and definition, ease of styling, hair alignment, enhanced dry combing



Stretchy Satin Soufflé

CPF 2266

Water-in-oil cream – unique rheology, reduced friction, shine, reduced static, enhanced dry combing



Nourishing Hair Butter

CPF 2269

Oil-in-water soft wax – shine, reduced friction



Smoothing Potion

CPF 2272

Oil and water phased system – reduced friction, reduced static, reduced frizz, enhanced dry combing

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String of Pearls Hair Oil

CPF 2264

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String of Pearls Hair Oil (CPF 2264)

Anhydrous serum – unique rheology, reduced friction, smoothness, slipperiness, flexibility, curl retention and definition, shine

Ingredients/INCI Name	Trade Name/Supplier	Weight %
Dimethicone (and) Dimethicone Vinyl/Dimethicone Crosspolymer	DOW CORNING® 3901 LIQUID SATIN BLEND	20
Dimethicone	XIAMETER® PMX-200 SILICONE FLUID, 2 CST	78
Argania Spinosa Kernel Oil	Argan Oil/Bramble Berry Inc.	0.5
Helianthus Annuus (Sunflower) Seed Oil	Sunflower Oil/Sigma Aldrich	0.5
Prunus Amygdalus Dulcis (Sweet Almond) Oil	Sweet Almond Oil/Bramble Berry Inc.	0.5
Tocopherol Acetate (Vitamin E)	Vitamin E Acetate/BASF Corporation	0.3
Fragrance	Heavenly Honeysuckle Fragrance/Bramble Berry Inc.	0.2

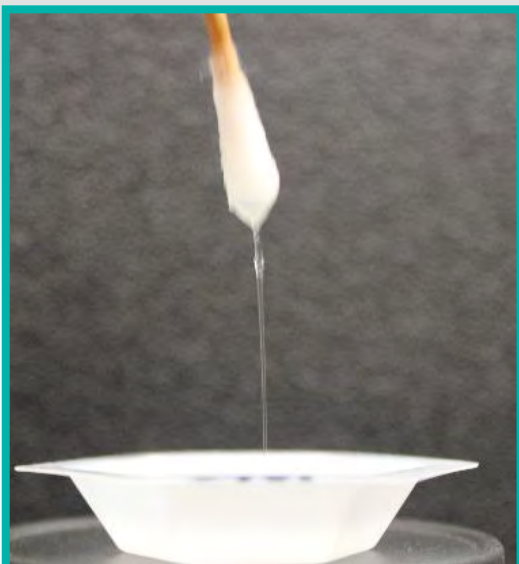
Procedure:

1. Mix ingredients 1 and 2 together until homogeneous.
2. Add remaining ingredients in order while mixing.

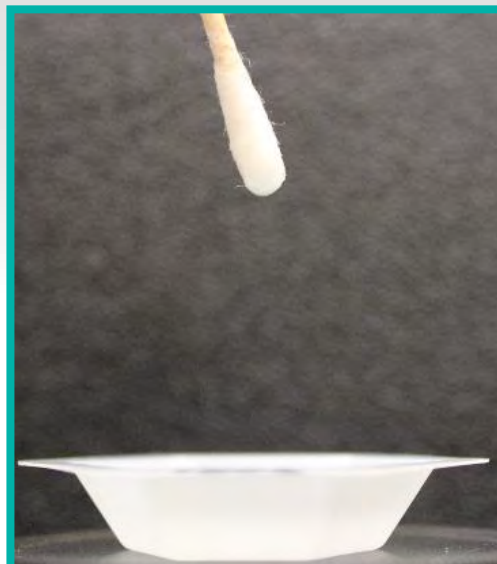
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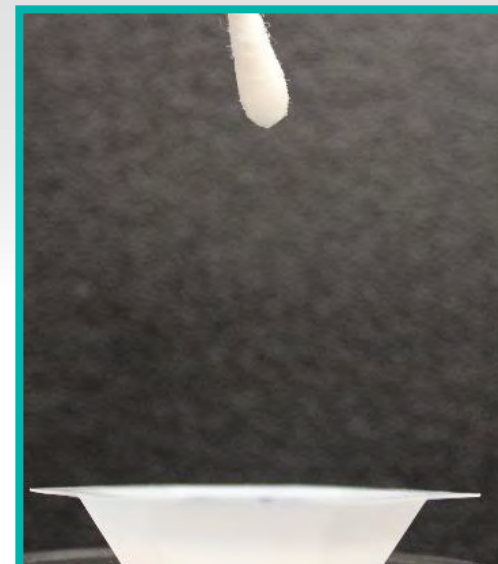
Unique Rheology



String of Pearls Hair Oil
w/*Dow Corning*[®] 3901
Liquid Satin Blend



Hair Oil w/*XIAMETER*[®]
PMX-1502 Fluid



Hair Oil w/
Dow Corning[®] EL-9240
Silicone Elastomer Blend

Silicone polymer active level: 1.25%.

Luster Test

- Bossa Nova Tech Samba Hair System

- Analyze diffuse and specular reflection

- Calculate luster value

$$Luster = \frac{S_{in}}{(D + S_{out})W_{visual}}$$

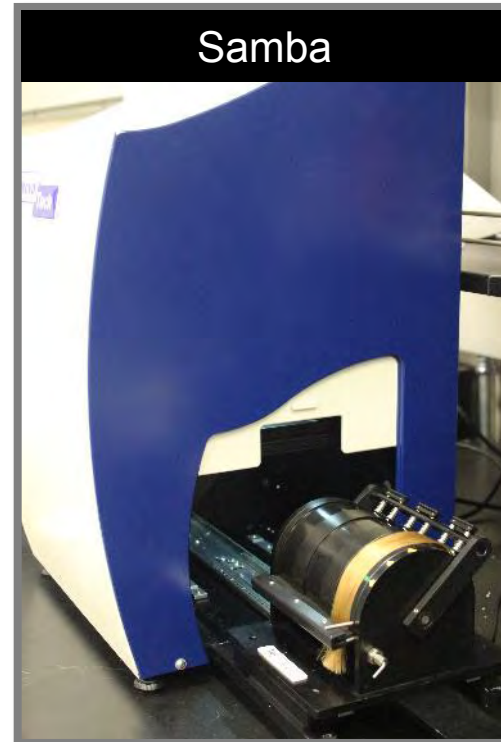
- S_{in} , S_{out} : specular light components

- D : total diffuse light

- W_{visual} : visual width of light

- 3 tresses per treatment

- 3 measurements per tress



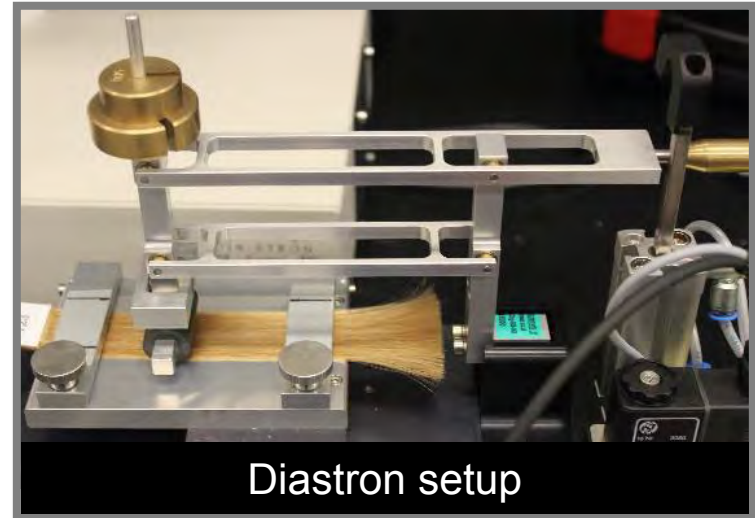
Coefficient of Friction Test

- Diastron MTT175 tensile tester
- 150 g normal force mounted on rubber probe
- Generate friction data with and against hair cuticles

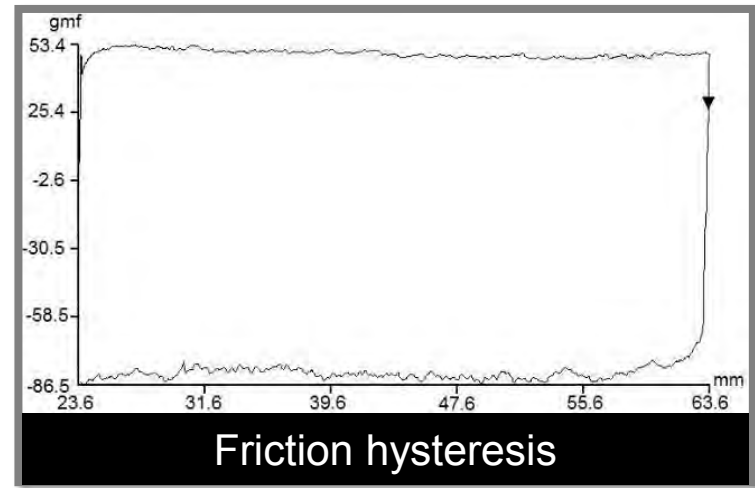
- Coefficient of friction (COF) out and in

$$COF = \frac{F}{N}$$

- F: externally applied force
- N: normal force
- 3 tresses per treatment
- 5 measurements per tress

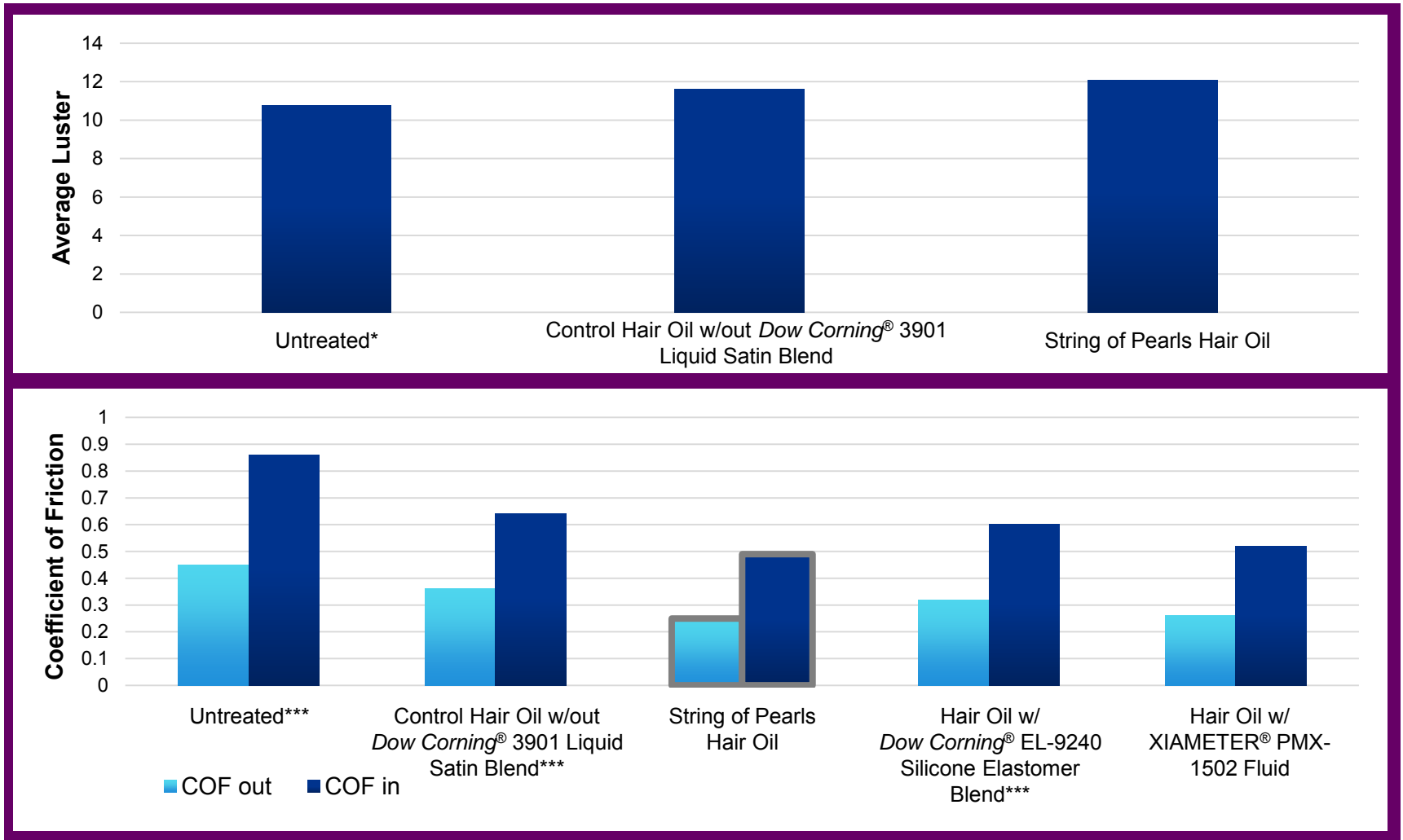


Diastron setup



Friction hysteresis

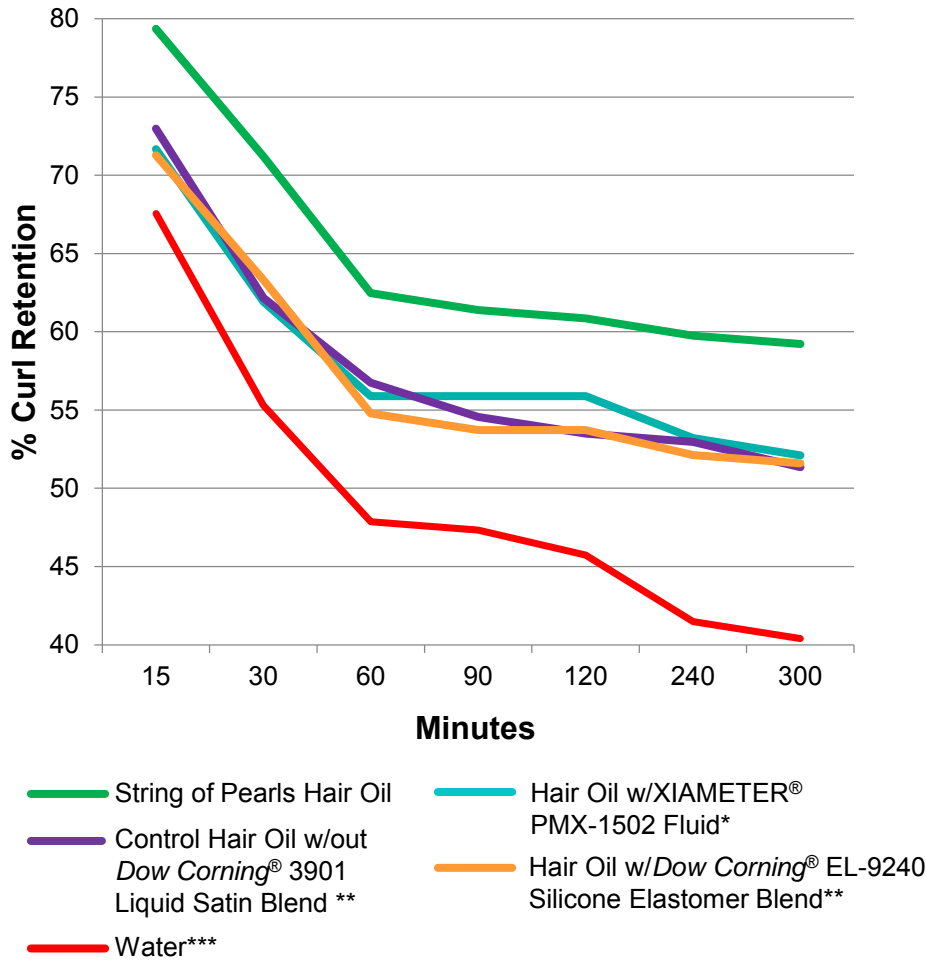
Shine and Reduced Friction



Statistically different from String of Pearls Hair Oil: * $\geq 95\%$, ** $\geq 99\%$, *** $\geq 99.9\%$

Treatment: 0.15 g applied to 2 g medium bleached Caucasian hair tress. **Silicone polymer active level:** 1.25%.

Curl Retention and Definition



Statistically different from String of Pearls Hair Oil: * $\geq 95\%$, ** $\geq 99\%$, *** $\geq 99.9\%$



- 1 Water
- 2 Control Hair Oil (w/out Dow Corning® 3901 Liquid Satin Blend)
- 3 String of Pearls Hair Oil
- 4 Hair Oil w/Dow Corning® EL-9240 Silicone Elastomer Blend
- 5 Hair Oil w/XIAMETER® PMX-1502 Fluid

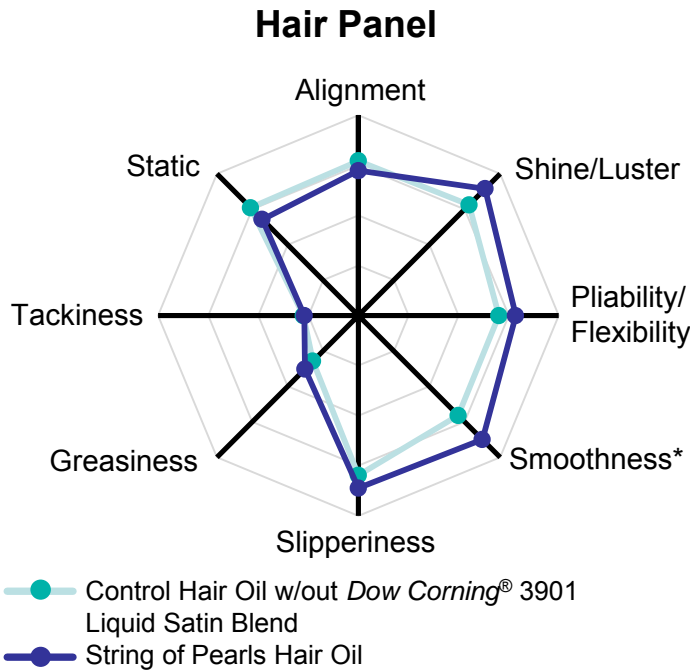
Treatment: 0.15 g/g on medium brown Caucasian hair tress.

Silicone polymer active level: 1.25%.

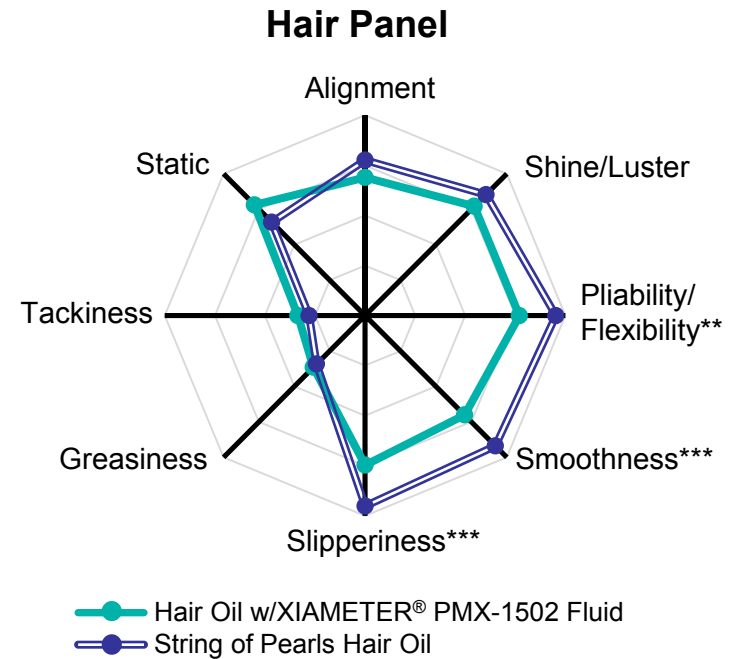
Test conditions: 80% relative humidity/25°C.

Hair Oil: Smoothness, Slipperiness and Flexibility

String of Pearls Hair Oil vs. Control Hair Oil w/out Dow Corning® 3901 Liquid Satin Blend



String of Pearls Oil vs. Hair Oil w/XIAMETER® PMX-1502 Fluid



Statistically different from String of Pearls Hair Oil: *>90%, **>95%, ***>99%

Comments for String of Pearls Hair Oil:

- Smoother, less frizz and flyaway
- Easier to comb
- Very natural look

Comments for String of Pearls Hair Oil:

- Softer and neater
- More natural and pleasant
- Easier to comb through

Sensory panel: 18 panelists.

Treatment: 0.15 g applied to 2 g medium bleached Caucasian hair tress. **Silicone polymer active level:** 1.25%.



Styling Silk

CPF 2265

DOW CORNING

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Styling Silk (CPF 2265)

Water-in-silicone cream – unique rheology, reduced friction, curl retention and definition, ease of styling, hair alignment, enhanced dry combing

Ingredients/INCI Name	Trade Name/Supplier	Weight %
Phase A		
Dimethicone (and) Dimethicone Vinyl/Dimethicone Crosspolymer	DOW CORNING® 3901 LIQUID SATIN BLEND	10
Dimethicone	XIAMETER® PMX-200 SILICONE FLUID 2 CS	12
Dimethicone (and) PEG/PPG-18/18 Dimethicone	DOW CORNING® ES-5226 FORMULATION AID	4
Carthamus Tinctorius (Safflower) Seed Oil	Safflower Oil/Rita Corporation	0.1
Olea Europaea (Olive) Fruit Oil	Cropure™ Olive/Croda	0.1
Phase B		
Water		67.7
Sodium Chloride	Fisher Scientific	1
VP/Methacrylamide/Vinyl Imidazole Copolymer	Luviset® Clear/BASF Corporation	4
Hydrolyzed Soy Protein	Hydrosoy™ 2000-LQ-(WD)/Croda	0.1
Aloe Vera	Symrise	0.3
Phase C		
Phenoxyethanol (and) Ethylhexylglycerin	Euxyl® PE 9010/Schülke & Mayr	0.5
Fragrance	Grapefruit Bellini Fragrance/Bramble Berry Inc.	0.2

Procedure:

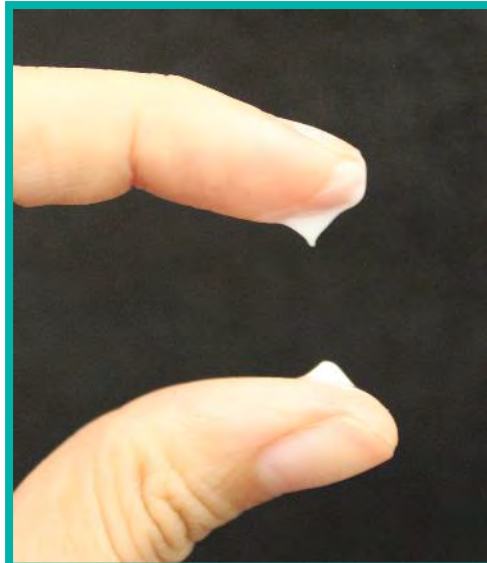
1. Mix first two ingredients of Phase A until homogeneous.
2. Combine remaining Phase A ingredients with the premix made in step 1 and mix with a dual-blade setup at 500 rpm until homogeneous.
3. Premix Phase B until homogeneous.
4. Increase mixing speed to 1,300 rpm.
5. Add Phase B slowly (drop by drop) to Phase A with continuous agitation.
6. Add Phase C to AB with gentle mixing.

Cropure and *Hydrosoy* are trademarks of the Croda group of companies. *Luviset* is a registered trademark of BASF SE. *Euxyl* is a registered trademark of Schülke & Mayr GmbH.

Unique Rheology



Styling Silk w/
Dow Corning[®] 3901
Liquid Satin Blend

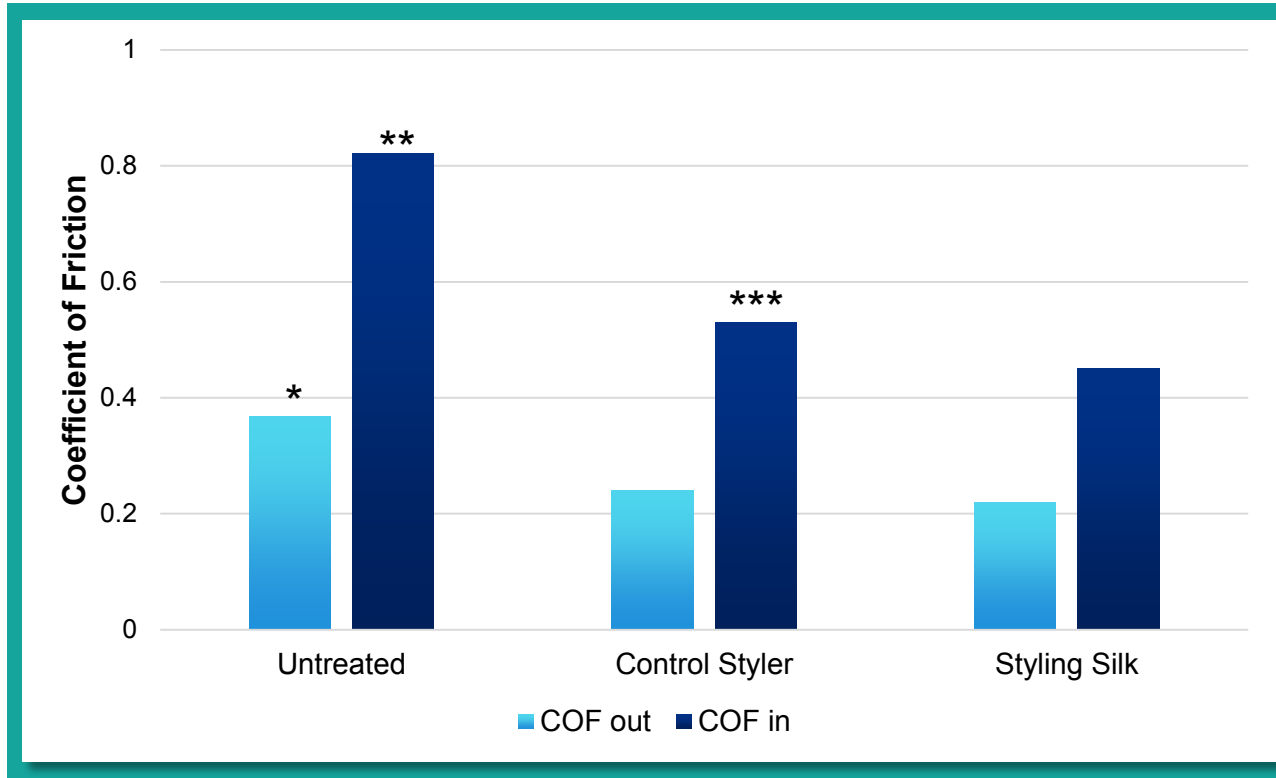


Styler w/10%
XIAMETER[®]
PMX-1502 Fluid



Styler w/10%
Dow Corning[®] EL-9240
Silicone Elastomer Blend

Reduced Friction

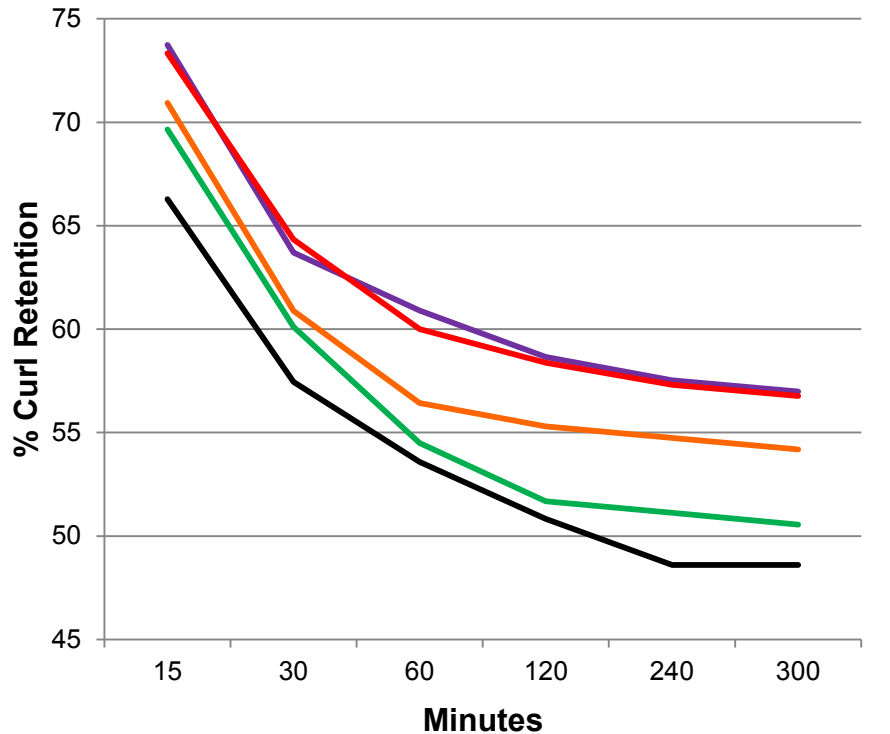


Statistically different from Styling Silk: * $\geq 95\%$, ** $\geq 99\%$, *** $\geq 99.9\%$
Treatment: 0.2 g/g on slightly bleached Caucasian hair tress.



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Curl Retention and Definition



- Dow Corning® 3901 Liquid Satin Blend w/PVP**
- Styling Silk**
- Dow Corning® 3901 Liquid Satin Blend w/VP/VA*
- Dow Corning® 3901 Liquid Satin Blend w/out resin
- Control (w/out Dow Corning® 3901 Liquid Satin Blend or resin)

Statistically different from Dow Corning® 3901 Liquid Satin Blend w/out resin: * $\geq 95\%$, ** $\geq 99\%$, *** $\geq 99.9\%$

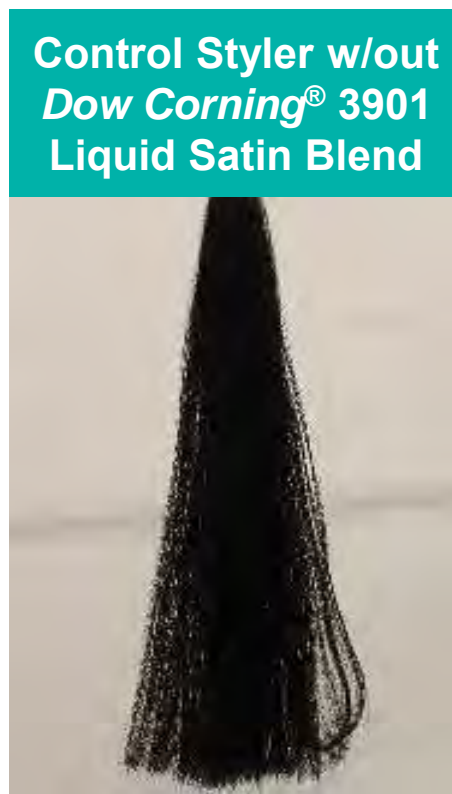
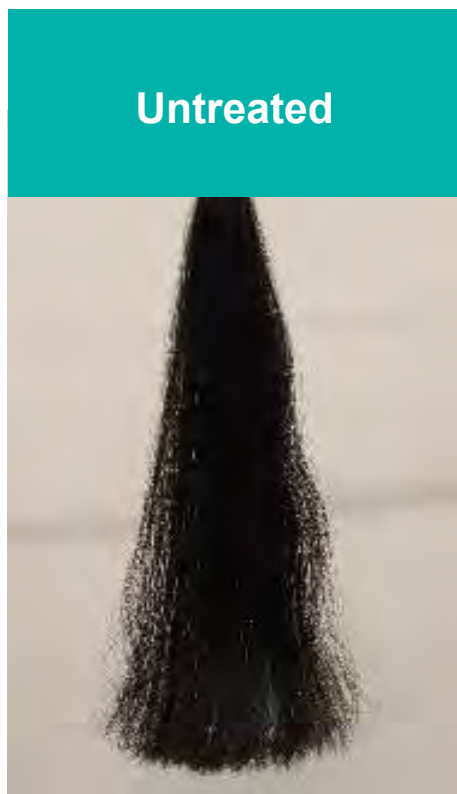


- 1 Control (w/out Dow Corning® 3901 Liquid Satin Blend or resin)
- 2 Dow Corning® 3901 Liquid Satin Blend w/out resin
- 3 Styling Silk
- 4 Dow Corning® 3901 Liquid Satin Blend w/VP/VA copolymer
- 5 Dow Corning® 3901 Liquid Satin Blend w/polyvinylpyrrolidone

Treatment: 0.15 g/g on medium brown Caucasian hair tress.

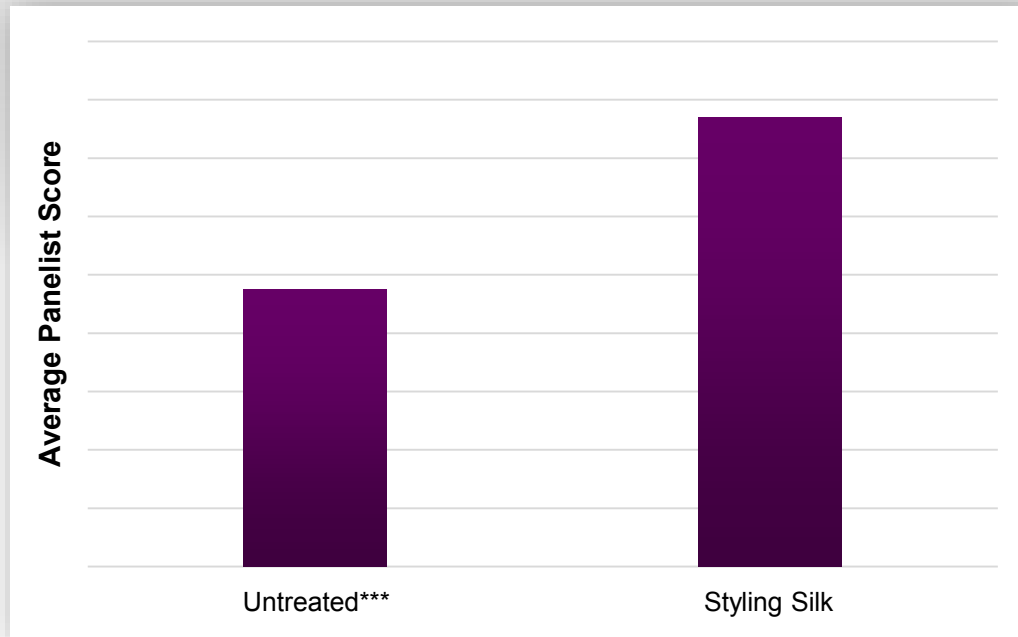
Test conditions: 80% relative humidity/25°C.

Styling Silk: Ease of Styling and Alignment



Treatment: 0.4 g applied to 4 g Caucasian frizzy hair tress.
Tresses were air-dried, then flat-ironed 2 times at 230°C.

Enhanced Dry Combing



Statistically different from Styling Silk: *** \geq 99.9%

Sensory panel: 20 panelists.

Treatment: 0.10 g/g on slightly bleached Caucasian hair tress.



Stretchy Satin Soufflé

CPF 2266

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Stretchy Satin Soufflé (CPF 2266)

Water-in-oil cream – unique rheology, reduced friction, shine, reduced static, enhanced dry combing

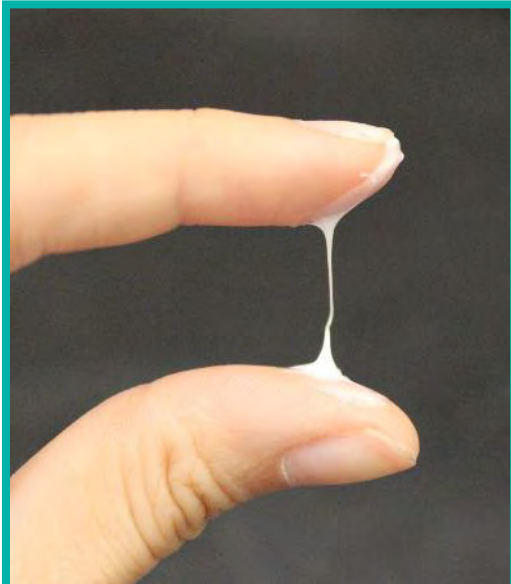
Ingredients/INCI Name	Trade Name/Supplier	Weight %
Phase A		
Dimethicone (and) Dimethicone/ Vinyl Dimethicone Crosspolymer	DOW CORNING® 3901 LIQUID SATIN BLEND	5
Isohexadecane		8
Lauryl PEG/PPG-18/18	DOW CORNING® 5200 FORMULATION AID	2
Argania Spinosa Kernel Oil	Argan Oil/Bramble Berry Inc.	0.5
Macadamia Ternifolia Seed Oil	Macadamia Oil/Bramble Berry Inc.	0.5
Moringa Oleifera Oil	Floralipids® Moringa Oil/Floritech	0.5
Phase B		
Water		79.3
Glycerin	Fisher Scientific	3
Hydrolyzed Silk Amino Acids	Crosilk™ Liquid-LQ-(WD)/Croda	0.5
Phase C		
Phenoxyethanol (and) Ethylhexylglycerin	Euxyl® PE 9010/Schülke & Mayr	0.5
Fragrance	Pomegranate & Black Currant Fragrance/Bramble Berry Inc.	0.2

Procedure:

1. Mix first two ingredients of Phase A together until homogeneous.
2. Add remaining ingredients of Phase A and mix until uniform.
3. Mix ingredients of Phase B together until homogeneous.
4. Add Phase B to Phase A very slowly with turbulent mixing at approximately 1,300 rpm.
5. After the addition of Phase B is complete, continue to mix for 10 minutes.
6. Add Phase C to AB with gentle mixing.

DOW CORNING is a trademark of Dow Chemical Technologies, Ltd. **Crosilk** is a trademark of the Croda Group of Companies. **Euxyl** is a registered trademark of Schülke & Mayr GmbH.

Unique Rheology

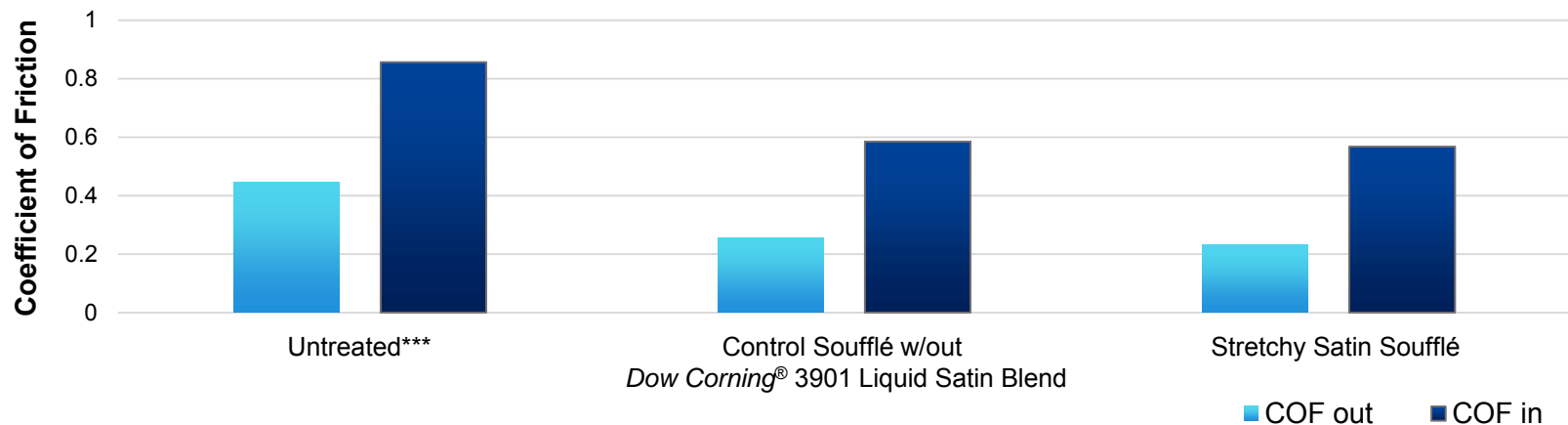
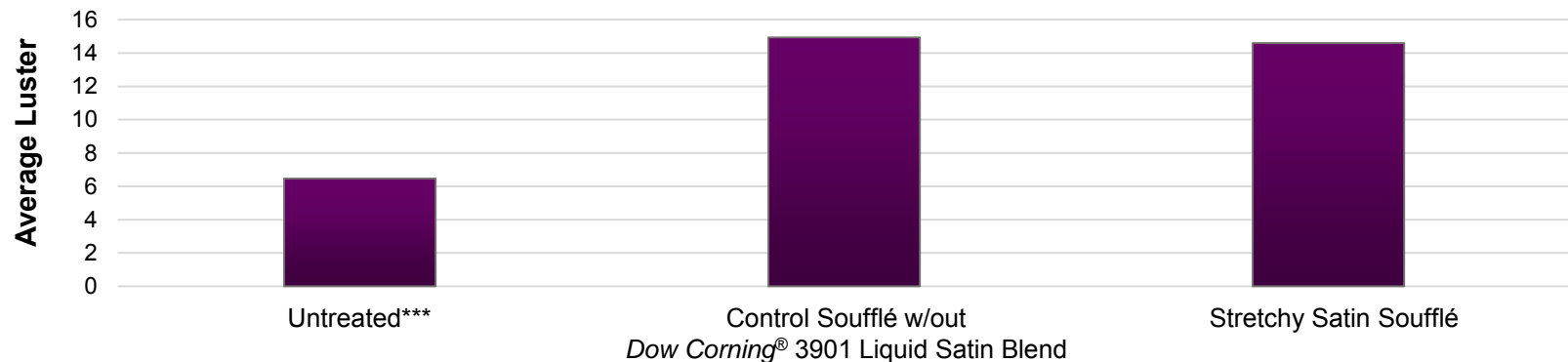


Stretchy Satin Soufflé



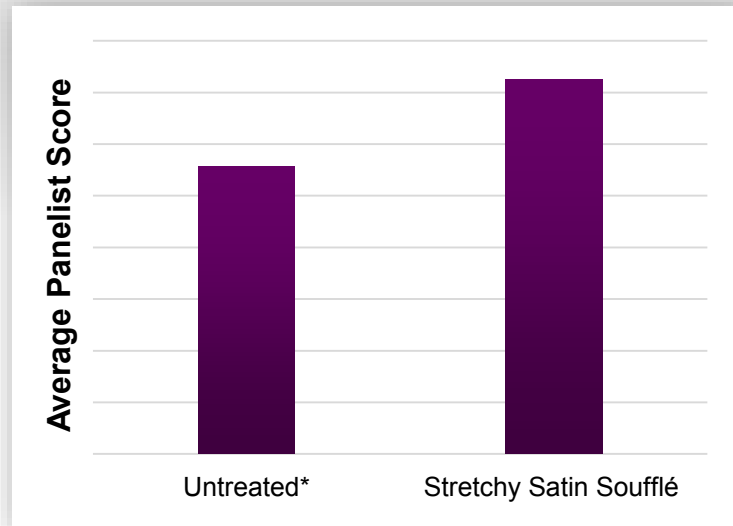
Control Soufflé w/out
Dow Corning[®] 3901
Liquid Satin Blend

Shine and Reduced Friction

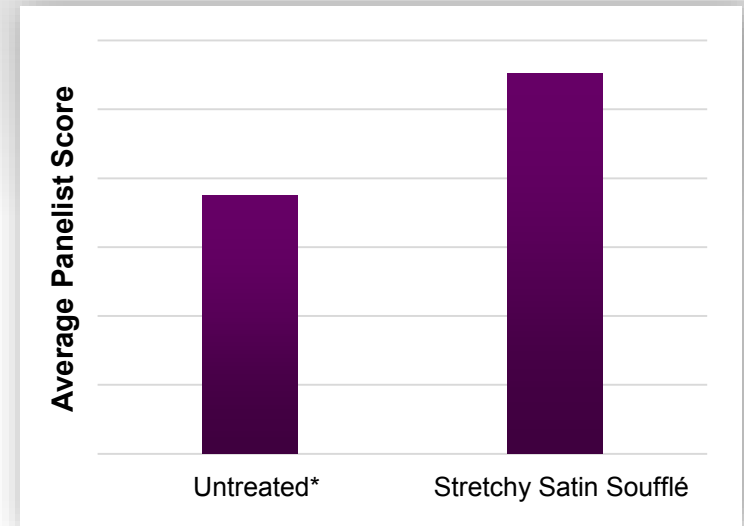


Enhanced Dry Combing and Reduced Static

Enhanced Dry Combing



Reduced Static



Statistically different from Stretchy Satin Soufflé: * \geq 95%

Sensory Panel: 20 panelists.

Treatment: 0.10 g/g on slightly bleached Caucasian hair tress.

Ease of Styling and Alignment

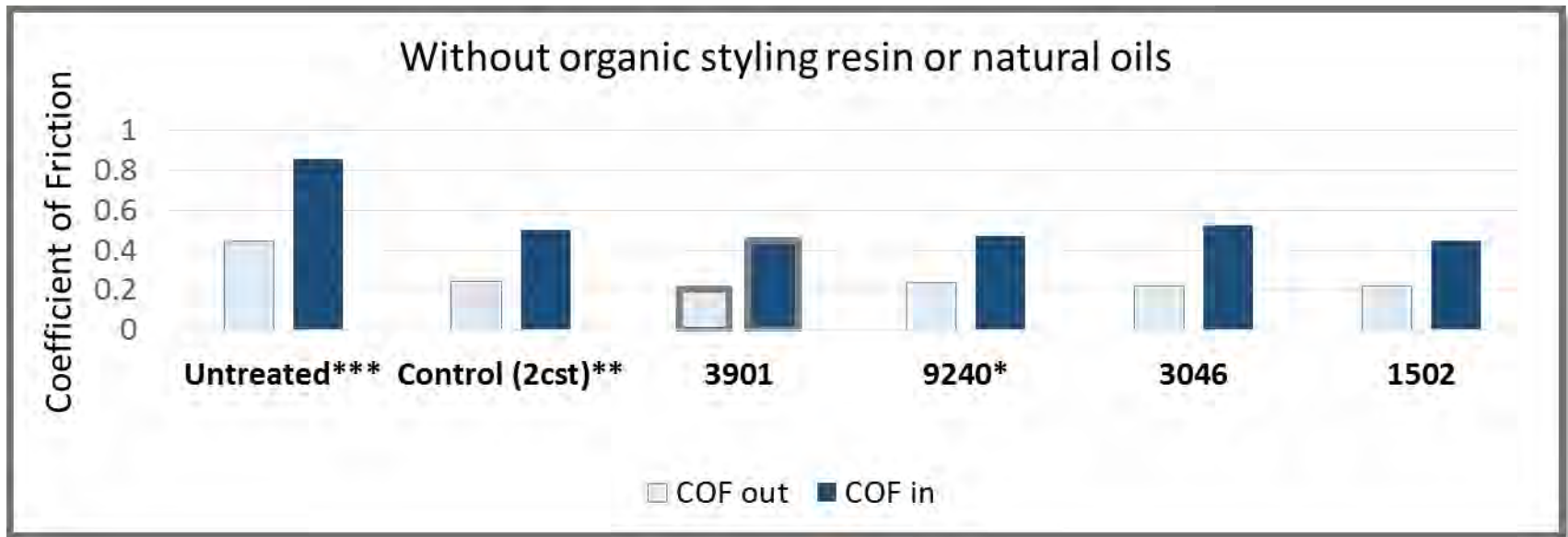


Treatment: 0.4 g applied to 4 g Caucasian frizzy hair tress.
Tresses were air-dried, then flat-ironed at 230°C.



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Reduced Friction



Statistically different from 3901: * $\geq 95\%$, ** $\geq 99\%$, *** $\geq 99.9\%$

Treatment: 0.15 g/g on medium bleached Caucasian hair



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Nourishing Hair Butter

CPF 2269

DOW CORNING

Beauty & Personal Care
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Nourishing Hair Butter (CPF 2269)

Oil-in-water soft wax – shine, reduced friction

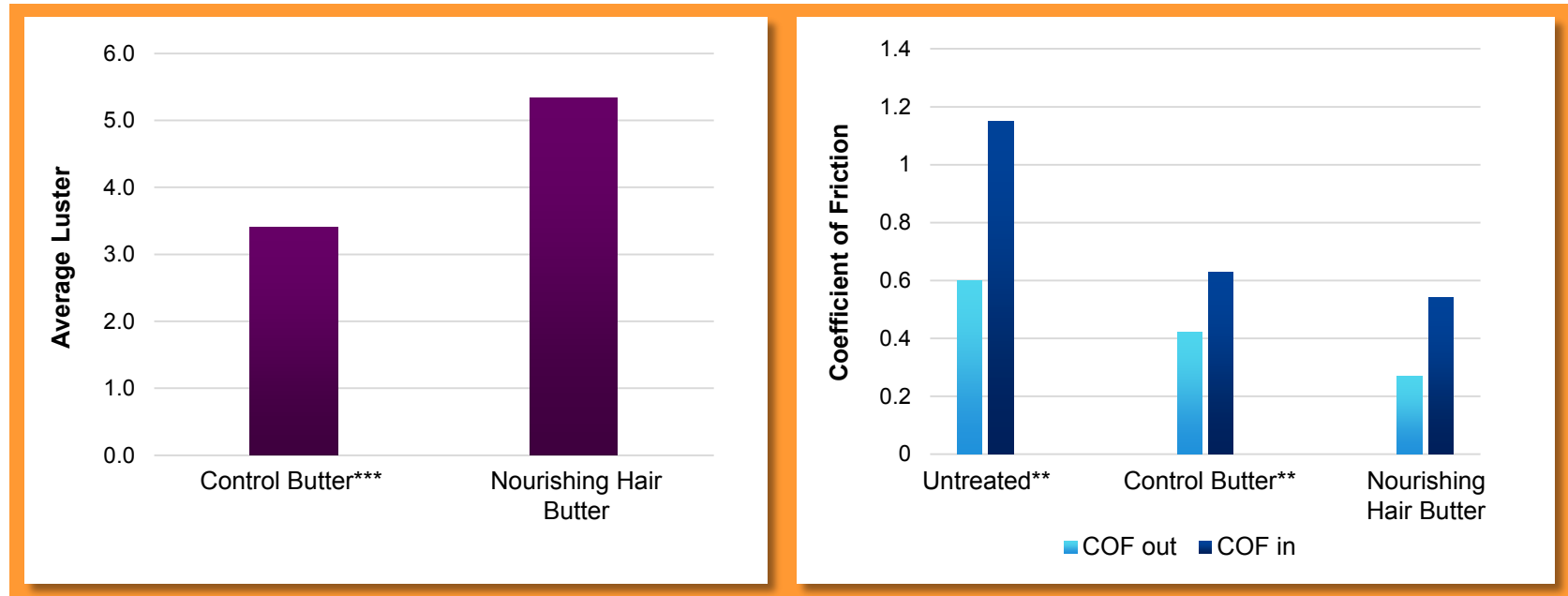
Ingredients/INCI Name	Trade Name/Supplier	Weight %
Phase A		
Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	DOW CORNING® 3901 LIQUID SATIN BLEND	3
Caprylyl Methicone	DOW CORNING® FZ-3196	10
Phase B		
Water		66.1
Cetearyl Alcohol	Crodacol™ CS50/Croda	2
Garcinia Indica Seed Butter	Kokum Butter-Ultra Kokum Butter-Ultra Refined/Biochemica International	4
Beeswax	Beeswax, White/Strahl and Pitsch Inc.	4
Glyceryl Stearate (and) PEG-100 Stearate	Arlacel™ 165/Croda	1
Limnanthes Alba (Meadowfoam) Seed Oil	Meadowfoam Seed Oil/Charkit Chemical Corp.	0.1
Persea Gratissima (Avocado) Oil	Avocado Oil/From Nature with Love	0.1
Phase C		
Sodium Polyacrylate (and) Dimethicone (and) Cyclopentasiloxane (and) Trideceth-6 (and) PEG/PPG-18/18 Dimethicone	DOW CORNING® RM 2051 THICKENING AGENT	4
Phase D		
Glycerin	Glycerin/Fisher Scientific	5
Fragrance	Relaxing Fragrance/Bramble Berry Inc.	0.2
Phenoxyethanol (and) Ethylhexylglycerin	Euxyl® PE 9010/Schülke & Mayr	0.5

Crodacol and Arlacel are trademarks of the Croda group of companies. Euxyl is a registered trademark of Schülke & Mayr GmbH.

Procedure:

1. Premix Phase A until homogeneous.
2. Mix Phase B ingredients and, using a water bath, heat to 80°C until completely melted.
3. Add Phase A to Phase B, mixing until homogeneous.
4. Turn off heat.
5. Add Phase C and increase mixing to 1,100 rpm while viscosity is increasing.
6. Add Phase D ingredients.
7. Compensate for the water loss due to heating.
8. Formulation requires a few days to reach desired texture.

Shine and Reduced Friction



Statistically different from Nourishing Hair Butter: * $\geq 95\%$, ** $\geq 99\%$, *** $\geq 99.9\%$

Treatment: 0.15 g/g on slightly bleached Caucasian hair tress.



Beauty & Personal Care
Solutions



Smoothing Potion

CPF 2272

DOW CORNING

Beauty & Personal Care
Solutions

Smoothing Potion (CPF 2272)

Oil and water phased system – reduced friction, reduced static, reduced frizz, enhanced dry combing

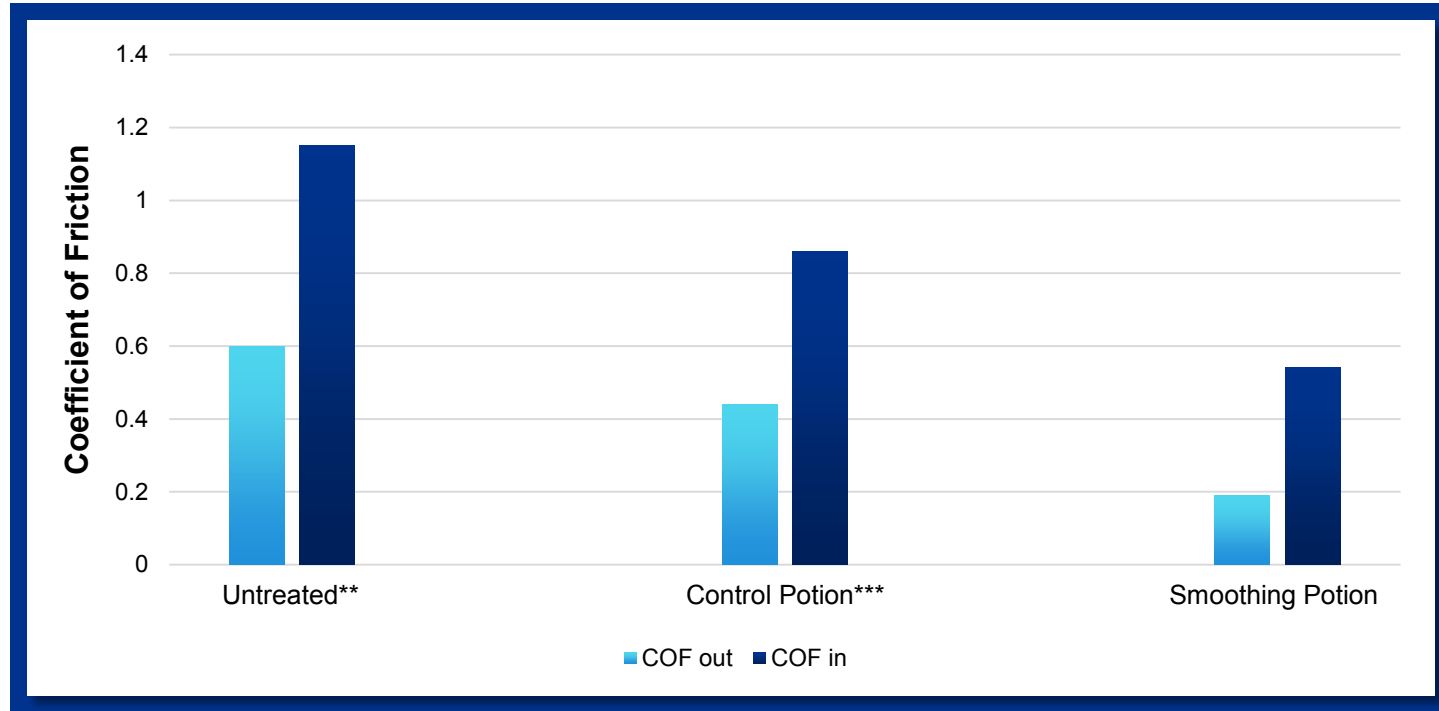
Ingredients/INCI Name	Trade Name/Supplier	Weight %
Phase A		
Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	DOW CORNING® 3901 LIQUID SATIN BLEND	3
Dimethicone	XIAMETER® PMX-200 SILICONE FLUID, 2 CST	12.5
Isododecane	Permethy® 99A/Presperse, Inc.	12.5
Fragrance	Black Amber & Lavender Fragrance/Bramble Berry Inc.	0.2
Ethylhexyl Methoxycinnamate	Parso® MCX/DSM Nutritional Products	1
PEG-7 Dimethicone (and) Laureth-7 (and) Polysorbate 20	DOW CORNING® CE-1874 MICROEMULSION	2
Phase B		
Water		64.8
Glycerin	Glycerin, USP Grade/Fisher Scientific	3
Silk Amino Acids (and) Water	Crosilk™ Liquid-LQ-(WD)/Croda	0.1
Hydrolyzed Keratin (and) Water	Crotein™ WKP-LQ(WD)/Croda	0.1
Panthenol	D-Panthenol 50P/BASF Corporation	0.1
Phenoxyethanol and Ethylhexylglycerin	Euxyl® PE 9010/Schülke & Mayr	0.5
0.04% solution of FD&C Blue 1 and 0.16% D&C Red 33 in water	FD&C Blue 1 and D&C Red 33/Sensient Cosmetic Technologies	0.2

Procedure:

1. Mix first three ingredients of Phase A together until homogeneous.
2. Combine remaining Phase A ingredients with the premix made in step 1 and mix until homogeneous.
3. Mix Phase B ingredients together and add to Phase A with mixing.

DOW CORNING is a registered trademark of Presperse Inc. **Parso** is a registered trademark of DSM Nutritional Products. **Crosilk** and **Crotein** are trademarks of the Croda group of companies. **Euxyl** is a registered trademark of Schülke & Mayr GmbH.

Reduced Friction

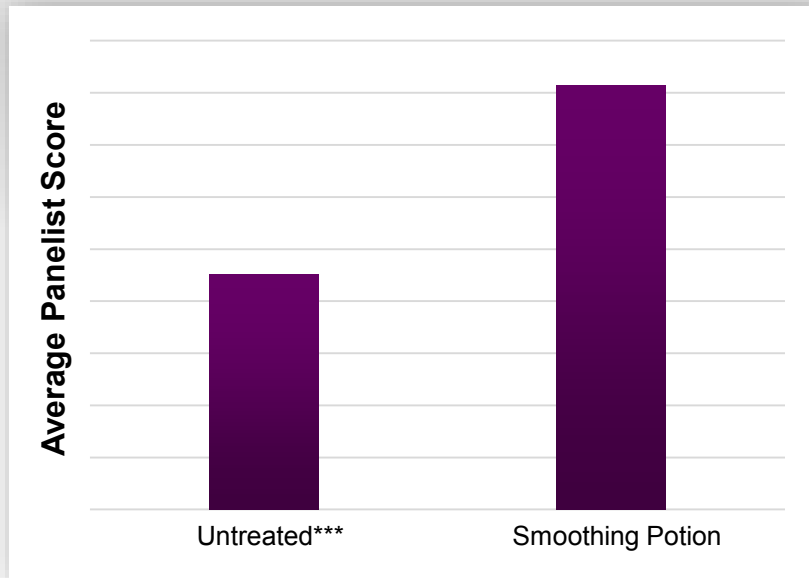


Statistically different from Smoothing Potion: * $\geq 95\%$, ** $\geq 99\%$, *** $\geq 99.9\%$

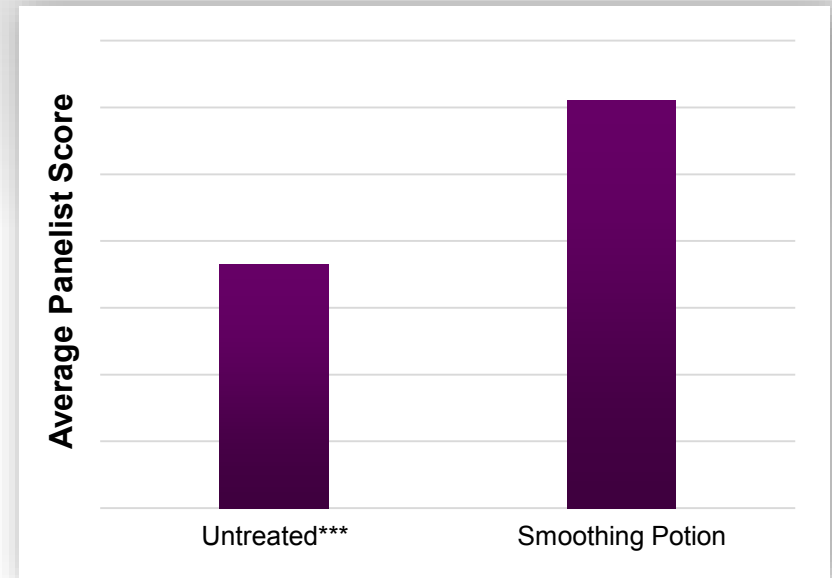
Treatment: 0.15 g/g on slightly bleached Caucasian hair tress.

Enhanced Dry Combing and Reduced Static

Enhanced Dry Combing



Reduced Static



Statistically different from Smoothing Potion: *** \geq 99.9%

Sensory Panel: 20 panelists.

Treatment: 0.15 g/g on slightly bleached Caucasian hair tress.

Reduced Static

Untreated –
Combed 3x



Control Potion –
Combed 3x



Smoothing Potion –
Combed 3x



DOW CORNING

Beauty & Personal Care Solutions

Treatment: 0.15 g/g on slightly bleached Caucasian hair tress.
Tresses were combed 3 times quickly.

Reduced Frizz



Treatment: 0.15 g/g hair applied to 4 g Caucasian frizzy hair tress.
Tresses were air-dried and then left in a room with constant temperature and humidity (50%/25°C) for 24 hours.

Dow Corning® 3901 Liquid Satin Blend

Description	High-molecular-weight branched polymer
INCI Name	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer
Applications	Leave-in hair care, skin care, color cosmetics, body and face care (BB and CC cream, eye creams), other applications
Benefits in Hair Care Applications	Unique rheology (stringiness), reduced friction, smoothness, slipperiness, flexibility, shine, curl retention and definition, reduced static, ease of styling, hair alignment, reduced frizz, heat protection, enhanced dry combing
Typical Use Levels in Hair Care	3-20%
Cosmetic Regulation Status	Listed in the Catalogue of Cosmetics Ingredients used in China



Beauty & Personal Care
Solutions

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