



Consumer Solutions

Condition with Style DOWSIL™ CE-7081 Smart Style

INCI Name

Silicone Quaternium-16/Glycidooxy Dimethicone Crosspolymer (and) Undeceth-11 (and) Undeceth-5

Stylish Benefits

- Adds bounce, hold and flexibility
- Defines curls
- Makes hair feel smoother and easier to comb
- Helps control frizz

High-value Applications

- Leave-in conditioners
- Mousses
- Combing creams
- Curl creams
- Styling gels, creams and sprays



Adding Value to Life

Satisfy consumer desires for hair conditioning, style and convenience ... rolled into one.

Innovation goes trendy with DOWSIL™ CE-7081 Smart Style – the new amino silicone elastomer emulsion that combines conditioning and styling benefits in a single product.

Beautifully Styled Hair Isn't Just for Special Occasions

Today's consumers want to look their best every day. But with today's busy lifestyles, they have less time than ever to spend on complicated styling regimens. So they're constantly looking for products that will give their hair the stylish look and smooth

feel they desire, while simplifying their hair care routines.

Formulate Products That Meet Today's Consumer Needs

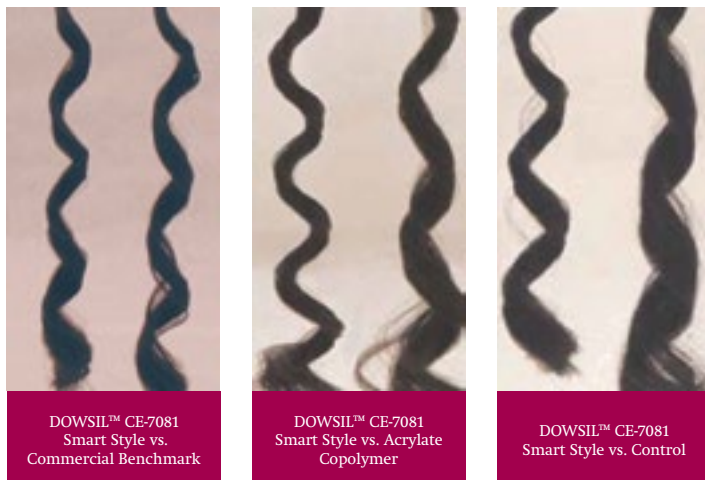
DOWSIL™ CE-7081 Smart Style combines styling benefits like curl definition, bounce and flexible hold with excellent aesthetics for hair that is smoother, less frizzy and easier to comb through.

Use it to create leave-in conditioners, combing creams and curl creams, along with mousses and other styling aids.

Application Testing Results

Curl Definition

Tresses treated with a leave-in conditioner containing 2% active silicone level of DOWSIL™ CE-7081 Smart Style exhibited better curl definition than tresses treated with: a commercial benchmark containing styling polymers and amino silicone, a formulation containing 2% active of acrylate copolymer, and a control formulation without silicone.



Smoothness

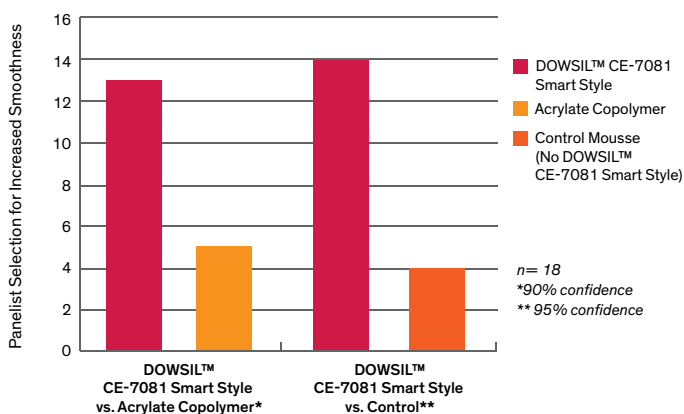
Hair treated with a mousse formulation containing 1% active silicone level of DOWSIL™ CE-7081 Smart Style exhibited a smoother feel than hair treated with either the control formulation or a formulation containing 1% active of acrylate copolymer.

How can we help you today?

When you need industry-leading innovation, Dow can help. Solutions by Dow are dedicated to meeting your needs for specialty materials, collaborative problem solving and innovation support. Learn how we can help you bring Beauty with Impact to your products contact your local Dow sales representative at consumer.dow.com.

Smoothness - Mousse Formulation

Sensory panel evaluation of slightly bleached Caucasian hair



Curl Definition - Leave-in Conditioner Formulation

Sensory panel evaluation of virgin brown tresses after 5 hours at 70% humidity, 25°C

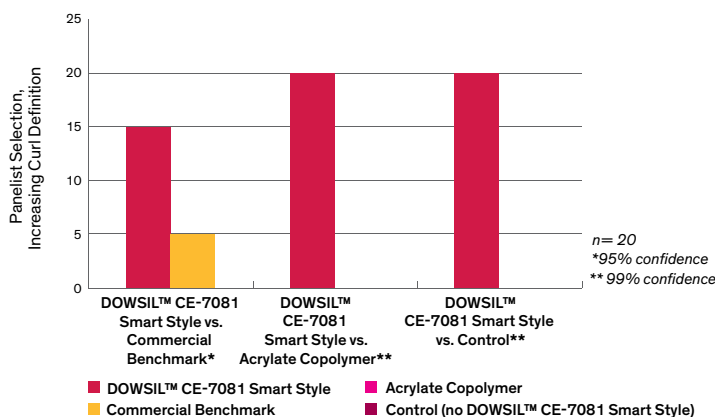


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