



DOW

®

Morning Ritual Essentials Concepts Collection

Sensational science.
Performance you love. Safety you trust.

The **Morning Ritual Essentials** is designed to transform your daily routine into a luxurious and invigorating experience. This collection is curated to ensure you start your day feeling refreshed, confident, and radiant. Each step is thoughtfully crafted to enhance your natural beauty and prepare you for whatever the day brings.



Begin your day with a rejuvenating shower experience. Our specially formulated shower gel cleanses and invigorates your skin, leaving you feeling refreshed and ready to take on the day.

Elevate your hair game with our nourishing hair care products. Each product is designed to give your hair a healthy shine and effortless style.

Prepare your skin with our hydrating and protective skincare essentials. This step includes a gentle cleanser, a revitalizing toner, and a moisturizing cream to ensure your skin is perfectly primed for makeup application.

Add the finishing touches with our makeup essentials. This set includes a lightweight foundation, a natural blush, and a subtle highlighter to enhance your features and give you a radiant, glowing complexion.



Shower bliss _ Body wash
CPF 1003705

Shower bliss _ Body wash

CPF 1003705

Phase	Trade name	INCI name	Wt. %
A	Water	Water/Aqua	46.30
	Texapon NSO UP / BASF	Sodium Laureth Sulfate	33.33
	Amonyl 380 BA / Seppic	Cocamidopropyl Betaine	4.23
	ACULYN™ F1 Polymer / Dow	Acrylates Copolymer	6.35
	EcoSense™ 919 Surfactant / Dow	Coco-Glucoside	3.90
B	Sodium Hydroxide (25% solution)	Sodium Hydroxide	1.21
C	Citric Acid (25% solution)	Citric Acid	2.18
D	DOWSIL™ 2511 Cosmetic Wax / Dow	Bis-PEG-18 Methyl Ether Dimethyl Silane	2.00
E	NEOLONE PH 100 Preservative / LANXESS	Phenoxyethanol	0.50
F	Florabeads Jojoba 28/60 Jade / Cargill	Jojoba Esters	Q.S.

Procedure:

1. Add phase A ingredients in the order listed to the main mixing vessel while mixing well between additions.
2. Adjust pH up to 8.0 (not exceeding pH 10) by adding phase B ingredient.
3. Add phase C ingredient to decrease pH to 5.0-5.5.
4. Melt phase D ingredient separately and then add it to the phase ABC.
5. Add phase E ingredient and mix until uniform.
6. Add phase F ingredient if needed and mix.



Shower bliss _ Shampoo
CPF 1003706

Shower bliss _ Shampoo

CPF 1003706

Phase	Trade name	INCI name	Wt. %
A	Water	Water / aqua	58.08
	Calfoam ES-301 (30%) / Pilot Chemical	Sodium Lauryl Ether Sulfate	30.00
	DEXCARE™ CD-2 Polymer / Dow	Dextran Hydroxypropyltrimonium/ Laurdimonium Chloride	1.12
	VERSENE™ 220 Crystals Chelating Agent / Dow	Tetrasodium EDTA	0.20
B	Crothix-PA-(MH) / Croda	PEG-150 Pentaerythrityl Tetrastearate	0.80
	Incromide CMEA / Croda	Cocamide MEA	1.00
C	Cocamidopropyl Betaine (30%) / Making Cosmetics	Cocamidopropyl Betaine	6.30
D	DOWSIL™ 979 Emulsion / Dow	Amodimethicone (and) C11-15 Alketh-12 (and) C11-15 Alketh-7	2.00
	Euxyl PE 9010 / Ashland	Phenoxyethanol and Ethylhexylglycerin	0.50

Procedure:

1. Add phase A ingredients to water and start heating to 70°C while stirring.
2. Add phase B ingredients in order listed. Mix for an additional 10 min and then start cooling down to room temperature.
3. While stirring, add phase C ingredient and mix for 3 min.
4. When temperature is below 40°C, add phase D ingredients and adjust to pH 5.5. Mix for an additional 10 min.



Shower bliss _ Conditioner mask

CPF 1003707

Shower bliss _ Conditioner mask

CPF 1003707

Phase	Trade name	INCI name	Wt. %
A	Water	Water / Aqua	84.21
	CELLOSIZETM PCG-10 Hydroxyethyl Cellulose / Dow	Hydroxyethyl Cellulose	0.50
	UCARETM Extreme Polymer / Dow	Polyquaternium-10	0.30
B	HydroxySHIELDTM Polymer / Dow	Bis-Diisopropanolamino-PG-Propyl Disiloxane/ Bis-Vinyl Dimethicone Copolymer	2.00
	Candelilla Wax / Henry Lamotte	Candelilla Wax	1.50
	Crodamol SS / Croda	Cetyl Esters	1.00
	XIAMETERTM PMX-200 Silicone Fluid 10 CS / Dow	Dimethicone	4.00
	Sweet Almond Oil / ICSC	Prunus Amygdalus Dulcis (Sweet Almond) Oil	0.50
	Lanette O / BASF	Cetearyl Alcohol	4.00
	Arlacel 165 / Croda	Glyceryl Stearate (and) PEG-100 Stearate	1.00
C	Euxyl PE 9010 / Ashland	Phenoxyethanol (and) Ethylhexylglycerin	0.99

Procedure:

1. Mix and heat the water phase to approximately 80°C.
2. Combine Phase B ingredients in a separate vessel and heat to approximately 80°C while mixing.
3. When all the ingredients are dissolved and dispersed, add Phase A to Phase B at approximately 600 RPM.
4. Slowly cool the formulation while mixing.
5. Add Phase C ingredients at approximately 40°C.
6. Back add any water lost while mixing.
7. Pour the formulation into final container while the formulation is still warm. Let the formulation sit overnight to achieve final viscosity.



Hair prime _ Heat protective serum

CPF 1003708

Hair prime _ Heat protective serum

CPF 1003708

Phase	Trade name	INCI name	Wt. %
A	DOWSIL™ PMX-1507 Fluid / Dow	Dimethicone (and) Dimethiconol	55.0
	XIAMETER™ PMX-200 Silicone Fluid 2 CS / Dow	Dimethicone	42.6
	HydroxySHIELD™ Polymer / Dow	Bis-Diisopropanolamino-PG-Propyl Disiloxane/ Bis-Vinyl Dimethicone Copolymer	2.0
B	Olive Oil / Symrise	Olea Europaea (Olive) Fruit Oil	2.00
	Baobab Oil/ Earth Oil	Candelilla Wax	1.50
	dl- α -Tocopheryl Acetate / DSM	Cetyl Esters	1.00

Procedure:

1. Add ingredients of phase A one by one in order while mixing at 500 RPM until homogeneous.
2. Add ingredients of phase B one by one while mixing until homogeneous.



Hair prime _ Curly hair gel
CPF 1003709

Hair prime _ Curly hair gel

CPF 1003709

Phase	Trade name	INCI name	Wt. %
A	Water	Water/Aqua	62.45
	ACULYN™ 88 Rheology Modifier / Dow	Acrylates/Steareth-20 Methacrylate Crosspolymer	5.50
	ACULYN™ 22 Rheology Modifier / Dow	Acrylates/Steareth-20 Methacrylate Copolymer	1.90
B	Sodium Hydroxide (5% solution)	Sodium Hydroxide	q.s.
C	Water	Water/Aqua	24.00
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	5.00
	FOAMYSENSE™ 301 Polymer / Dow	PEG-90M	0.06
	UCARE™ Extreme Polymer / Dow	Polyquaternium-10	0.10
D	Euxyl PE 9010 / Ashland	Phenoxyethanol (and) Ethylhexylglycerin	0.99
E	Sodium Hydroxide (25% solution)	Sodium Hydroxide	q.s.

Procedure:

1. Mix phase A ingredients together.
2. Slowly add NaOH (5% solution) to reach approximately pH 5.7.
3. Add ingredients of phase C into water and mix homogenously after each addition.
4. Add phase C into phase AB and mix homogenously.
5. Add phase D ingredient under mixing.
6. Slowly add NaOH (5% solution) to reach pH 5.9 to 6.



Skin prep _ Facial cleanser

CPF 1003710

Skin prep Facial cleanser

CPF 1003710

Phase	Trade name	INCI name	Wt. %
A	Water	Water/Aqua	81.30
	EcoSense™ GL-60 HA Surfactant / Dow	Glycolipids	2.50
	EcoSense™ GL-60 HL Surfactant / Dow	Glycolipids	2.50
	EcoSense™ APP-1000 Surfactant / Dow	Caprylyl/Capryl Glucosides/Xylosides	3.00
	Butylene Glycol	Butylene Glycol	5.00
	Glycerin	Glycerin	5.00
	Euxyl PE 9010 / Ashland	Phenoxyethanol (and) Ethylhexylglycerin	0.50
	Lavender / Bramble Berry	Lavandula Angustifolia (Lavender) Essential Oil	0.20
	Triethanolamine	Triethanolamine	q.s.
	Citric Acid	Citric Acid	q.s.

Procedure:

1. Mix ingredients together step-wise.
2. Add Triethanolamine to neutralize (pH ~7). This will help solubilize Lavender Oil.
3. Add Citric Acid to pH 5.5.



Skin prep _ Serum
CPF 1003711

Skin prep _ Serum

CPF 1003711

Phase	Trade name	INCI name	Wt. %
A	Water	Water/Aqua	53.00
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	1.00
	EcoSmooth™ Rice Husk Cosmetic Powder / Dow	Silica	0.50
	Glycerin vegetal	Glycerin	5.00
	ACULYN™ Siltouch Rheology Modifier / Dow	Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer (and) Dimethicone (and) Trideceth-6 (and) PEG/PPG-18/18 Dimethicone	5.00
B	Water	Water/Aqua	20.00
	HYA-ACT XS / DSM-Firmenich	Hydrolyzed Hyaluronic Acid	0.50
	Niacinamide PC / DSM-Firmenich	Niacinamide	6.50
C	D-α-Tocopheryl Acetate / DSM-Firmenich	Tocopheryl Acetate	2.00
	Pantodium Cica / CODIF Technologie naturelle	Codium Tomentosum Extract (and) Seawater (and) Pentylene Glycol	1.00
	DOWSIL™ HMW 2220 Non-Ionic Emulsion / Dow	Divinyldimethicone/Dimethicone Copolymer (and) C12-13 Alketh-23 (and) C12-13 Alketh-3	3.00
	DOWSIL™ 2511 Cosmetic Wax / Dow	Bis-PEG-18 Methyl Ether Dimethyl Silane	2.00
	NEOLONE PH 100 Preservative / LANXESS	Phenoxyethanol	0.50

Procedure:

1. Mix phase A ingredients in order listed until homogeneous.
2. Mix phase B ingredients in order listed until homogeneous.
3. Add phase B to phase A and mix.
4. Add phase C ingredients in order listed to phase AB.
5. Mix for an additional 5 min under high shear.



Skin prep _ Moisture cream

CPF 1003712

Skin prep _ Moisture cream

CPF 1003712

Phase	Trade name	INCI name	Wt. %
A	DOWSIL™ ES-5300 Formulation Aid / Dow	Lauryl PEG-10 Tris (Trimethylsiloxy)silylethyl Dimethicone	3.00
	DOWSIL™ AMS-C30 Cosmetic Wax / Dow	C30-45 Alkyl Methicone and C30-45 Olefin	4.00
	XIAMETER™ PMX-200 Silicone Fluid 2 CS / Dow	Dimethicone	12.00
	Sweet Almond Oil / Henry Lamotte	Prunus Amygdalus Dulcis (Sweet Almond) Oil	2.00
	DOWSIL™ VM-2270 Aerogel Fine Particles / Dow	Silica Silylate	0.50
	DOWSIL™ 2503 Cosmetic Wax / Dow	Stearyl Dimethicone (and) Octadecene	15.00
B	Sodium Chloride	Sodium Chloride	1.00
	DOWSIL™ 2501 Cosmetic Wax / Dow	Bis-PEG-18 Methyl Ether Dimethyl Silane	6.00
	Butylene Glycol	Butylene Glycol	4.00
	Water	Water/Aqua	51.25
C	SYTENOL A / SYTHEON	Bakuchiol	0.50
	NEOLONE PH 100 Preservative / LANXESS	Phenoxyethanol	0.50
	Ballerina 187690 / Symrise	Symrise	0.25

Procedure:

1. Mix phase A ingredients together and heat to 75-85°C while stirring.
2. Mix phase B ingredients together and heat to 75-85°C while stirring.
3. Add phase B to phase A slowly under mixing (800-1500 RPM) while maintaining the temperature to 75-85°C.
4. Mix for an additional 5 min at 2000 RPM.
5. Cool down to 40 °C under mixing.
6. Add phase C ingredients one-by-one under mixing.
7. Cool down to room temperature.



Skin prep _ Sunscreen shield

CPF 1003713

Skin prep _ Sunscreen shield

CPF 1003713

Phase	Trade name	INCI name	Wt. %
A	Water	Water / Aqua	52.80
	SunSpheres™ BIO SPF Booster / Dow	Microcrystalline Cellulose	2.00
	Zemea / Covation Biomaterials LLC	Propanediol	2.25
	VERSENE™ NA2 Crystals Chelating Agent / Dow	Disodium EDTA	0.10
B	ACULYN™ 38 Rheology Modifier / Dow	Acrylates / Vinyl Neodecanoate Crosspolymer	2.00
	Neo Heliopan HMS / Symrise	Homosalate	5.00
	Neo Heliopan 357 / Symrise	Butyl Methoxydibenzoylmethane	4.00
	Tinosorb S / BASF	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	3.00
	Neo Heliopan OS / Symrise	Ethylhexyl Salicylate	4.00
	Uvinul T 150 / BASF	Ethylhexyl Triazone	2.00
	Crodamol AB / Croda	C12-15 Alkyl Benzoate	9.00
	Cetiol B / BASF	Dibutyl Adipate	2.25
	XIAMETER™ PMX-200 Silicone Fluid 2CS / Dow	Dimethicone	2.00
	DOWSIL™ FZ-3196 Fluid / Dow	Caprylyl Methicone	2.00
C	Cutina GMS-SE / BASF	Glyceryl Stearate SE	4.00
	Sodium Hydroxide (10% Solution)	Sodium Hydroxide	0.10
D	EPITEX™ 66 Polymer / Dow	Acrylates Copolymer	1.67
	DOWSIL™ FA-4103 Silicone Acrylate Emulsion / Dow	Acrylates/Polytrimethylsiloxymethacrylate Copolymer (and) Laureth-1 Phosphate	0.83
E	Neolone PH 100 Preservative / LANXESS	Phenoxyethanol	1.00

Procedure:

1. Disperse SunSpheres™ BIO in water and mix until dispersed/no clumps (~20 min). While mixing, add the phase A ingredients in order listed until homogeneous, then start heating to 75°C.
2. Mix sunscreen ingredients of phase B together and start heating to 80-85°C for 5-10 min. Then add remainder of phase B ingredients one by one. Mix at 70-75°C until all ingredients are melted/dissolved.
3. Add phase B to phase A, mixing at moderate speed until uniform.
4. Add phase C ingredient if needed (pH target of 6.5-7) and start cooling.
5. When temperature is <40°C, add phase D ingredients. Then add phase E ingredient. Mix well (2 min at 2000 RPM).



Face glow _ Foundation

CPF 1003714

Face glow _ Foundation

CPF 1003714

Phase	Trade name	INCI name	Wt. %
A	DOWSIL™ ES-5612 Formulation Aid / Dow	PEG-10 Dimethicone	5.00
	Creasil ID CG / The Innovation Company	Isododecane	10.30
	EcoSmooth™ Rice Husk Cosmetic Powder / Dow	Silica	2.00
	DOWSIL™ VM-2270 Aerogel Fine Particles / Dow	Silica Silylate	0.30
	DOWSIL™ EL-TIPS Silicone Elastomer Blend / Dow	C13-15 Alkane (and) Dimethicone/Vinyl Dimethicone Crosspolymer	6.00
	DOWSIL™ MQ-1610 ID Resin / Dow	Trimethylsiloxysilicate (and) Isododecane	8.40
B	Bentone Gel ISD V / Elementis	Isododecane (and) Distearidimonium Hectorite (and) Propylene Carbonate	6.00
	ACT96-TRI-77891 / Miyoshi	CI 77891 (and) Disodium Stearoyl Glutamate (and) Aluminum Dimyristate (and) Triethoxycaprylylsilane	10.04
	ACT96-Y-77492 / Miyoshi	CI 77492 (and) Disodium Stearoyl Glutamate (and) Aluminum Dimyristate (and) Triethoxycaprylylsilane	1.72
	ACT96-B-77499 / Miyoshi	CI 77499 (and) Disodium Stearoyl Glutamate (and) Aluminum Dimyristate (and) Triethoxycaprylylsilane	0.13
	ACT96-R-77491 / Miyoshi	CI 77491 (and) Disodium Stearoyl Glutamate (and) Aluminum Dimyristate (and) Triethoxycaprylylsilane	0.33
	DOWSIL™ FZ-3196 Fluid / Dow	Caprylyl Methicone	3.28
C	Water	Water / Aqua	41.60
	1,3-Butanediol	Butylene Glycol	3.00
	Euxyl PE 9010 / Ashland	Phenoxyethanol (and) Ethylhexylglycerin	0.90
	Sodium chloride	Sodium Chloride	1.00

Procedure:

1. Mix phase A ingredients together until homogeneous.
2. Prepare a pigment premix by blending phase B ingredients and homogenize until a uniform color is obtained.
3. Add phase B ingredients to phase A and mix.
4. Mix phase C ingredients together.
5. Slowly add phase C to phase AB while increasing mixing speed upon addition.
6. Mix for an additional 5 min at high shear.



Face glow _ Colour shadow

CPF 1003715

Face glow _ Colour shadow

CPF 1003715

Phase	Trade name	INCI name	Wt. %
A	Creasil ID CG / The Innovation Company	Isododecane	16.90
	DOWSIL™ MQ-1650 ID Resin / Dow	Isododecane (and) Trimethylsiloxysilicate (and) Polypropylsilsesquioxane	11.70
B	DOWSIL™ 3903 Liquid Satin Blend / Dow	Isododecane (and) Dimethicone/ Vinyl Dimethicone Crosspolymer	9.40
	DOWSIL™ EL-8050 ID Silicone Organic Elastomer Blend / Dow	Isododecane (and) Dimethicone/Bis-Isobutyl PPG-20 Crosspolymer	39.00
	Cloisonné Nu-Antique Red / Sun Chemical	Mica (and) Titanium Dioxide (and) Iron Oxides (and) Carmine	23.00

Procedure:

1. Mix phase A ingredients together until homogenous.
2. Mix phase B ingredients together until homogenous.
3. Add phase A to phase B and mix until homogeneous



Face glow _ Lip cream
CPF 1003716

Face glow _ Lip cream

CPF 1003716

Phase	Trade name	INCI name	Wt. %
A	DOWSIL™ ES-5612 Formulation Aid / Dow	PEG-10 Dimethicone	3.00
	DOWSIL™ 1686 Resin / Dow	Polyphenylsilsequioxane	6.00
	DOWSIL™ FA 4004 ID Silicone Acrylate / Dow	Isododecane (and) Acrylates/ Polytrimethylsiloxymethacrylate Copolymer	5.50
	Crodamol AB / Croda	C12-15 Alkyl Benzoate	4.50
	DOWSIL™ ES-5600 Silicone Glycerol Emulsifier / Dow	Cetyl Diglyceryl Tris(trimethylsiloxy)silylethyl Dimethicone	1.00
B	UNIPURE WHITE LC987 / Sensient Technologies	CI 77891	7.27
	UNIPURE RED LC381 / Sensient Technologies	CI 77491	1.54
	UNIPURE RED LC 3075 / Sensient Technologies	CI 15850 (and) Aluminum Hydroxide	1.17
	UNIPURE BLUE LC 621 AS / Sensient Technologies	CI 42090 (and) Triethoxycaprylylsilane	0.02
C	DOWSIL™ EL-8052 IH Silicone Organic Elastomer Blend / Dow	Isohexadecane (and) Dimethicone/Bis-Isobutyl PPG-20 Crosspolymer	26.50
D	Water	Water/Aqua	37.00
	Glycerin	Glycerin	5.00
	Sodium Chloride	Sodium Chloride	1.00
E	Neolone PH 100 Preservative / LANXESS	Phenoxyethanol	0.50

Procedure:

1. Mix phase A ingredients together.
2. Premix the pigments of phase B together using a specific device for powders.
3. Add phase B to phase A while mixing (300 RPM) homogeneously.
4. Add phase C to phase AB and mix (300 RPM) until getting a homogeneous dispersion (~10 min).
5. Mix phase D ingredients together.
6. Add phase D to phase ABC slowly under mixing (800-1200 RPM).
7. Add phase E ingredient while stirring.



Face glow _ Mascara
CPF 1003717

Face glow _ Mascara

CPF 1003717

Phase	Trade name	INCI name	Wt. %
A	Water	Water/Aqua	56.60
	Zemea / CovationBiomaterials LLC	Propanediol	3.00
	Keltrol CG-SFT / CP Kelco	Xanthan Gum	0.40
B	Unipure Black LC 989 EM / Sensient Cosmetic Technologies	CI 77491 (and) Silica	10.00
C	Palmera B1802 / KLK OLEO	Palmitic Acid (and) Stearic Acid	5.00
	Imwitor 900 K / IOI Oleo GmbH	Glyceryl Stearate	3.50
	Kahlwax 8104 / KahlWax	Cera Alba	5.50
	DOWSIL™ SW-8005 C30 Resin Wax / Dow	C30-45 Alkyldimethylsilyl Polypropylsilsesquioxane	3.00
D	EPITEX™ 66 Polymer / Dow	Acrylates Copolymer	10.00
	Dermosoft LP / Evonik Industries AG	Caprylyl Glycol (and) Glyceryl Caprylate (and) Glycerin (and) Phenylpropanol (and) Aqua	1.00
E	Sodium Hydroxide (10% solution)	Sodium Hydroxide	2.00

Procedure:

1. Mix phase A ingredients together and heat to 85°C while stirring.
2. Add phase B ingredient to phase A and mix until homogeneous.
3. Heat phase C ingredients together to 85°C under stirring.
4. Add phase C to phase AB under mixing.
5. Cool down to 40°C.
6. Add phase D ingredients to phase ABC while stirring.
7. Adjust pH to 7 with phase E ingredient.

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Form No. 27-3782-01-0325 S2D