Turn Up the Heat, Turn Down the Damage

ProtecTRESS silicone solutions from Dow can help you formulate hair care products that:

- Defend against damage caused by heat styling
- Prevent hair breakage
- Eliminate flyaways
- Facilitate styling
- Maintain hair suppleness

Featured Products:
- DOWSIL™ 969 Emulsion
- DOWSIL™ CE-8411 Smooth Plus Emulsion
- DOWSIL™ AP-8087 Fluid
- XIAMETER™ PMX-1501 Fluid
- XIAMETER™ PMX-1502 Fluid
- XIAMETER™ PMX-1503 Fluid

From Sizzled to Stunning

It often seems like what we do to achieve beautiful hair in the moment — blow drying, curling, flatironing — can cause damage, dullness and breakage in the long run.

Fortunately, you don’t have to choose between great-looking style and healthy-looking hair. Innovative heat protection solutions from Dow facilitate styling while shielding hair from the damaging effects of high temperatures, taking strands from sizzled to stunning.
Why Dow Solutions for Heat Protection?

- New test method closer to consumer regimen: measuring hair breakage after exposure to temperatures up to 230°C/446°F
- Ingredient selection made easy: identification of top performing materials, formulation flexibility
- Substantiated claims
- Fundamental understanding of mechanisms of action
- Technical expertise and support
- Global presence

**Test the TRESS**

Create hair care products that not only repair and revitalize hair damaged by thermal styling, but will prevent future damage with proven heat protection solutions from Dow.

- Preserve hair resistance to breakage
- Preserve cuticle integrity
- Maintain hair suppleness
- Facilitate hair straightening and create long-lasting style
- Eliminate flyaways
- Protect damaged zones and cuticle edges through preferential deposition
- Improve hair alignment
- Restore hair’s healthy, hydrophobic state

Treated samples pictured to the right of untreated.
**Recommendations Per Product Type**

**SPRAY**  
*low viscosity*  
**Anhydrous**  
DOWSIL™ AP-8087 Fluid  
**Water-based**  
DOWSIL™ 969 Emulsion  
DOWSIL™ CE-8411 Smooth Plus Emulsion

**SERUM/OIL**  
*medium viscosity*  
**Anhydrous**  
XIAMETER™ PMX-1501 Fluid  
XIAMETER™ PMX-1502 Fluid  
XIAMETER™ PMX-1503 Fluid  
**Water-based**  
DOWSIL™ 969 Emulsion  
DOWSIL™ CE-8411 Smooth Plus Emulsion

**CREAM**  
*medium to high viscosity*  
**Water-based**  
DOWSIL™ 969 Emulsion  
DOWSIL™ CE-8411 Smooth Plus Emulsion

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**Dow Specialty Silicones for Heat Protection**

<table>
<thead>
<tr>
<th>Product</th>
<th>INCI Name</th>
<th>Recommended Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOWSIL™ 969 Emulsion</td>
<td>Amodimethicone (and) Cetrimonium chloride (and) Trideceth-3 (and) Trideceth-15</td>
<td></td>
</tr>
<tr>
<td>DOWSIL™ CE-8411 Smooth Plus Emulsion</td>
<td>Bis-Diisopropanolamino-PG-propyl Dimethicone/Bis-Isobutyl PEG-14 Copolymer (and) Polysorbate 20 (and) Butyloctanol</td>
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<tr>
<td>DOWSIL™ AP-8087 Fluid</td>
<td>Bis-Hydroxy/Methoxy Amodimethicone</td>
<td></td>
</tr>
<tr>
<td>XIAMETER™ PMX-1501 Fluid</td>
<td>Cyclopentasiloxane (and) Dimethiconol</td>
<td></td>
</tr>
<tr>
<td>XIAMETER™ PMX-1502 Fluid</td>
<td>C11-13 Isoparaffin (and) Dimethiconol (and) Isohexadecane (and) Dimethicone</td>
<td></td>
</tr>
<tr>
<td>XIAMETER™ PMX-1503 Fluid</td>
<td>Dimethicone (and) Dimethiconol</td>
<td></td>
</tr>
</tbody>
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Trend-Driven Innovation
Consumers want styling flexibility without compromising the health and strength of their hair. To prevent damage and breakage, heat protection is critical prior to subjecting strands to the high temperatures of styling tools.

Let the experts at Dow help you identify the best solutions for your hair care products. Choose from our wide range of innovative heat protection silicones to maximize results for a noticeable difference that consumers can see and feel. For more information, to download the product data sheets, request product samples or talk to an expert, visit consumer.dow.com.

How Can We Help You Today?
When you need industry-leading innovation, Dow can help. Dow solutions 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, at consumer.dow.com. Or contact your local Dow sales representative.