



Consumer Solutions

Get on the FastTrack to Dry with Silicones from Dow

Adding Value to Life

Time-Saving and Beautifying Benefits

The advantages of fast hair-drying:

- Saving merely four minutes a day saves you a whole day a year!
- Less time spent under the blow-dryer = less heat damage to your hair
- Silicone solutions for fast drying that come with other benefits – conditioning, repair, moisturizing, alignment, color protection – help you save time and improve your hair’s appearance

Fast Drying is a Beautiful Thing

In today’s fast-paced, hectic world, consumers are increasingly demanding



hair care products with high-efficiency and convenience benefits that will help them look good, feel good and save time.

While silicones are well-known for beautifying hair, they also can help speed drying on many hair types – from healthy hair to colored, bleached or damaged hair.

Suitable for use in both rinse-off and leave-in conditioners, select silicones from Dow can help you speed removal of bulk water during dripping or blotting, air-drying, or blow-drying.

Featured Products

- DOWSIL™ CE-8411 Smooth Plus Emulsion
- DOWSIL™ 5-7113 Silicone Quat Microemulsion
- XIAMETER™ MEM-0949 Cationic Emulsion
- DOWSIL™ HMW 2220 Non-Ionic Emulsion

REPRESENTATIVE FAST-DRYING TEST RESULTS

Speed Up Air-Drying

On a Variety of Hair Types

TREATMENT:

2% active silicone; tresses combed at each time interval; control (conditioner without silicone) vs. DOWSIL™ CE-8411 Smooth Plus Emulsion.

- Rinse-off conditioner (CPF 02195): 0.4 g/g hair
- Leave-in conditioner (CPF 02196): 0.1 g/g hair

RESULTS:

DOWSIL™ CE-8411 Smooth Plus Emulsion (2% active silicone) significantly improved hair-drying speed when used in both rinse-off and leave-in conditioners.

RINSE-OFF CONDITIONER ON SLIGHTLY BLEACHED HAIR – 1 HOUR



LEAVE-IN CONDITIONER ON SLIGHTLY BLEACHED HAIR – 2 HOURS



RINSE-OFF CONDITIONER ON MEDIUM BROWN HAIR – 3 HOURS



RINSE-OFF CONDITIONER ON GRAY HAIR – 4 HOURS



Half Head Test

TREATMENT:

After shampooing the hair with a clarifying shampoo, 4 g of leave-in conditioner was applied to the wet hair on each side of the head. One side was treated with the control conditioner (no silicone), while the other side was treated with a conditioner containing DOWSIL™ CE-8411 Smooth Plus Emulsion (CPF 02196). The hair was then brushed and allowed to air-dry.

RESULTS:

After application, the hair treated with DOWSIL™ CE-8411 Smooth Plus Emulsion was significantly easier to brush and visually showed faster drying compared to the control. After the hair was dry, the hair treated with DOWSIL™ CE-8411 Smooth Plus Emulsion had less frizz and more curl definition than the hair treated with the control.

AFTER 30 MINUTES



AFTER 2.5 HOURS



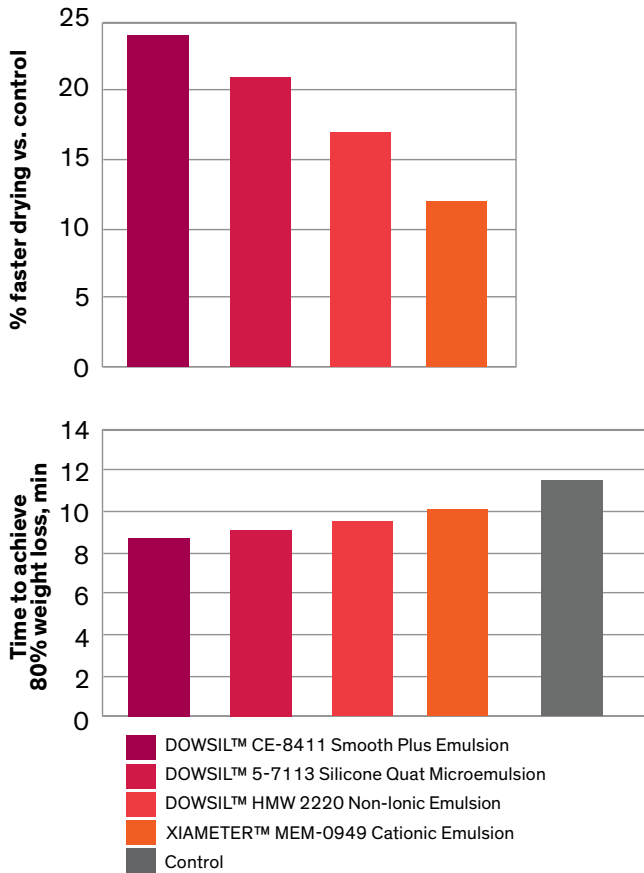
Speed Up Blow-Drying

Using Leave-in Conditioners (CPF 02196)

TREATMENT: 2% active silicone level,
0.1 g/g hair.

HAIR TYPE: Slightly bleached.

At 80% weight loss, tresses are visually dry.



All products are statistically different from the control at $\geq 95\%$ confidence level.

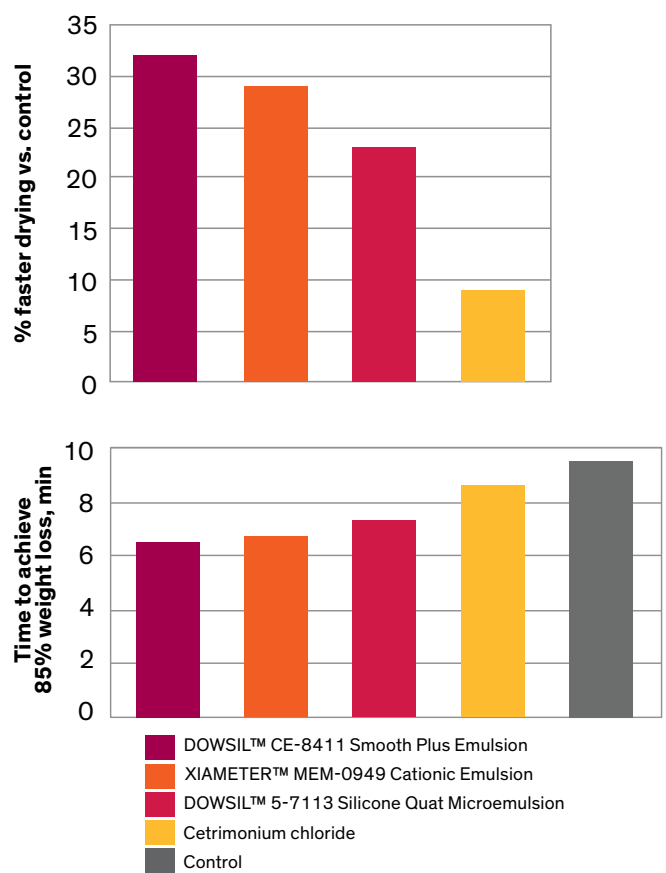
RESULTS: Up to 25% faster drying was achieved using silicones from Dow.

Using Rinse-off Conditioners (CPF 02195)

TREATMENT: 2% active silicone level, 0.3% active cetrimonium chloride, 0.4 g/g hair.

HAIR TYPE: Slightly bleached.

At 85% weight loss, tresses are visually dry.



At 4, 6 and 8 minutes, all silicone products are statistically different from the control at a $\geq 90\%$ confidence level.

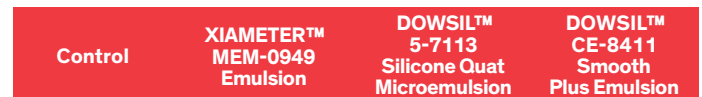
RESULTS: Up to 30% faster drying was achieved using silicones from Dow.



AFTER 6 MINUTES OF BLOW-DRYING



AFTER 10 MINUTES OF BLOW-DRYING



TRESSES TREATED WITH CONDITIONER AND BLOW-DRIED FOR 8 MINUTES



Featured Products for Fast Drying

Product	INCI Name	Applications for Fast Drying	Additional Benefits
DOWSIL™ CE-8411 Smooth Plus Emulsion	Bis-Diisopropanolamino-PG-propyl Dimethicone/ Bis-Isobutyl PEG-14 Copolymer (and) Polysorbate 20 (and) Butyloctanol	<ul style="list-style-type: none"> Rinse-off conditioners Leave-in conditioners 	<ul style="list-style-type: none"> Hair repair Moisturization Volumizing Maintain volume on repeated use Shine Color protection Heat protection
DOWSIL™ 5-7113 Silicone Quat Microemulsion	Silicone Quaternium-16 (and) Undeceth-11 (and) Butyloctanol (and) Undeceth-5	<ul style="list-style-type: none"> Rinse-off conditioners Leave-in conditioners 	<ul style="list-style-type: none"> Hair repair Volumizing Hair strengthening Heat protection Color protection Wet and dry combing
XIAMETER™ MEM-0949 Cationic Emulsion	Amodimethicone (and) Cetrimonium Chloride (and) Trideceth-12	<ul style="list-style-type: none"> Rinse-off conditioners Leave-in conditioners 	<ul style="list-style-type: none"> Reduced fly-away Wet and dry combing Shine Color protection
DOWSIL™ HMW 2220 Non-Ionic Emulsion	Divinyldimethicone/Dimethicone Copolymer (and) C12-13 Pareth-23 (and) C12-13 Pareth-3	<ul style="list-style-type: none"> Leave-in conditioners 	<ul style="list-style-type: none"> Hair repair Maintain volume on repeated use Enriched foam lather Fragrance retention

For More Information

To download product data sheets and prototype formulations and to request product samples, visit consumer.dow.com.

Beauty Care That Does More

Dow is creating differentiating specialty silicone solutions that bring beauty to life in a way that has a lasting effect on your business and on the lives of consumers everywhere.

How Can We Help You Today?

Whether you need industry-leading innovation or greater cost-efficiency, Dow can help. Solutions from 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 at consumer.dow.com. Or contact your local Dow sales representative.

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