



PERSONAL CARE

Textured hair care

Overcoming the challenges of textured hair

Benefits of Dow's textured hair ingredients:

- Moisturized feel on hair
- Hair that feels soft and silky
- Improved curl definition
- Frizz control
- Manageable hair
- Shine
- Flexibility

Featured products

- ACUDYNE™ 180 Hair Styling Polymer
- ACULYN™ 88 Rheology Modifier
- CELLOSIZETM PCG-10 Thickener
- DOWSIL™ 2-2078 Fluid
- DOWSIL™ 3901 Liquid Satin Blend
- DOWSIL™ 556 Cosmetic Grade Fluid
- DOWSIL™ 9041 Silicone Elastomer Blend
- DOWSIL™ AP-8087 Fluid
- DOWSIL™ CB-3046 Fluid
- DOWSIL™ CE-7081 Smart Style
- DOWSIL™ CE-8411 Smooth Plus Emulsion
- SoftCAT™ SX-1300X Conditioning Polymer
- FOAMYSENSE™ N60K Polymer
- UCARE™ Polymer JR-30M
- XIAMETER™ PMX-1502 Fluid

Enhancing what nature provided

About 60 percent of the world's population has curly, coily or wavy hair – also known as “textured” hair. And more and more of those textured-hair women, in particular, are embracing their natural style.

However, textured hair often comes with styling challenges, such as dryness and frizz, easy breakage, split ends, dry and itchy scalp, lack of curl definition and/or combing difficulties. Needs vary, but consumers are five times more likely to purchase hair care products that address their specific textured hair type.

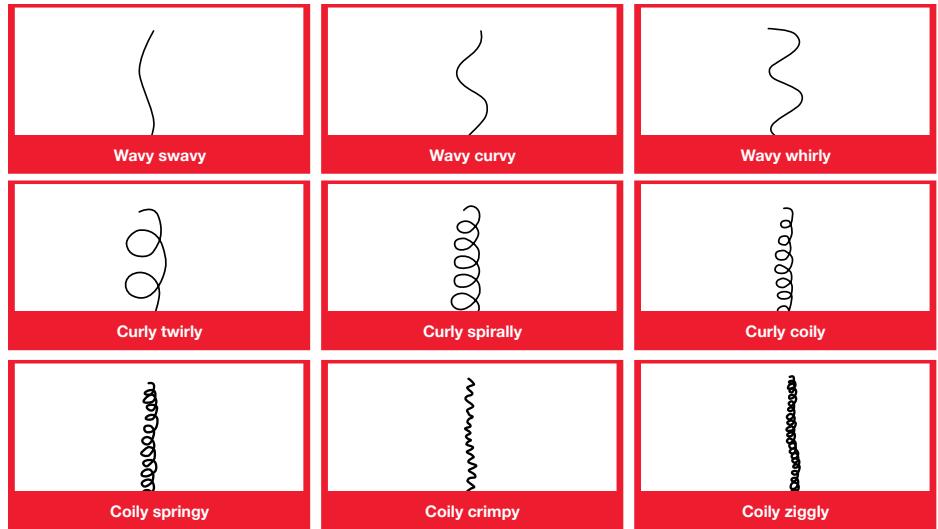
Dow offers ingredients to help brand owners create products to address specific textured hair needs and enhance what nature provided.



Textured hair types

Textured hair comes in varying degrees of curl pattern – from a simple S-shape to spring-like coils to Z-shaped kinks. When it comes to buying hair care products, consumers with textured hair do not shop by ethnicity; instead, they look for claims specific to their hair challenges, and they spend twice as much on hair care products every month in comparison to consumers with straight hair.

For those with wavy or curly hair, frizz control is often sought after. For those with coily hair, moisturized feel is key. Reduced friction, flexibility and curl retention are also desired benefits of many textured-hair consumers.



Frizz control

Textured hair is more susceptible to frizz, especially at high humidity. Dow's frizz-control technologies, like **DOWSIL™ CB-3046 Fluid** and **DOWSIL™ 3901 Liquid Satin Blend**, enable formulations that control frizz. Testing of Frizz-Conquering Hair Oil with these ingredients showed excellent results compared to untreated, control and benchmark hair tresses.



Treatment: 0.1 g/g hair on frizzy hair

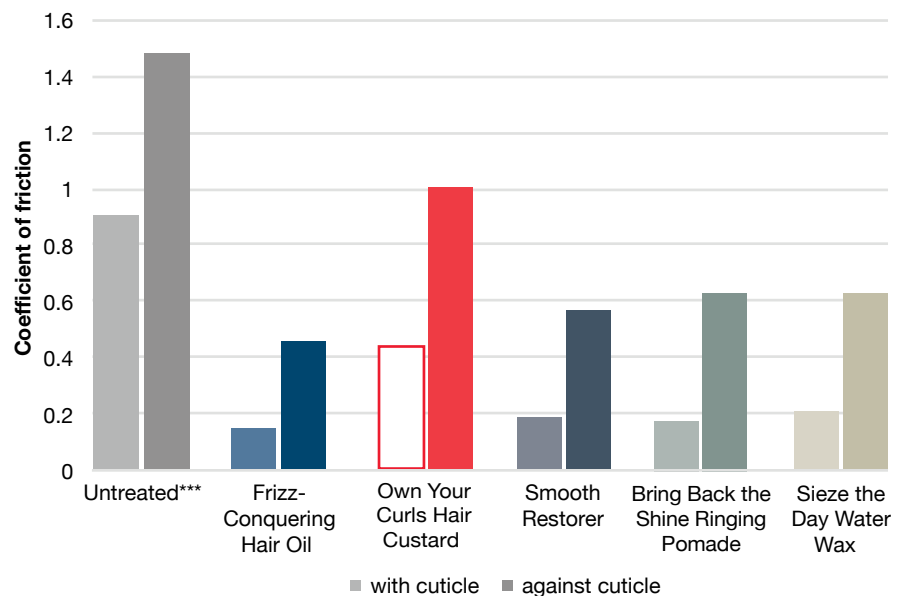
Test conditions: 80% relative humidity/25°C for 5 hours

Control: formulation without DOWSIL™ CB-3046 Fluid, DOWSIL™ 3901 Liquid Satin Blend and DOWSIL™ 9041 Silicone Elastomer Blend

Reduced friction

Textured hair is particularly susceptible to friction, and the kinkier the hair, the higher the coefficient of friction. This friction can cause hair tangling, increase the risk of breakage, and minimize shine and perceived softness. Comparative testing revealed that hair treated with hair formulations enabled by Dow's friction-reducing technologies, such as **DOWSIL™ 3901 Liquid Satin Blend** and **DOWSIL™ CE-7081 Smart Style**, reduced friction compared to untreated hair.

Reduced friction compared to untreated hair

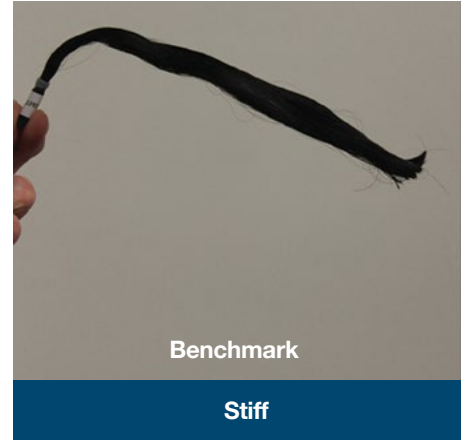
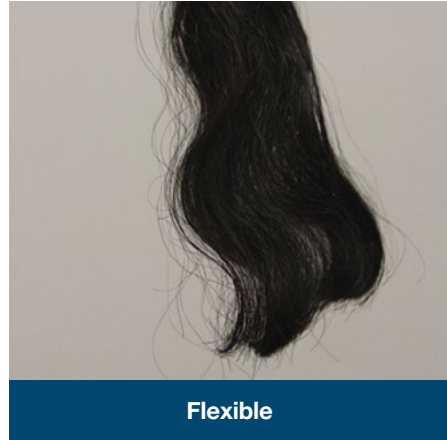


Statistically different from the five textured hair care formulations: *>95%, **>99%, ***>99.9%

Flexibility

Many products on the market today can get textured hair under control, but few leave it with the bounce and flexibility consumers desire. Dow's Own Your Curls Hair Custard formulation, enabled by **DOWSIL™ CE-7081 Smart Style**, was shown to maintain flexibility while providing frizz control and manageability.

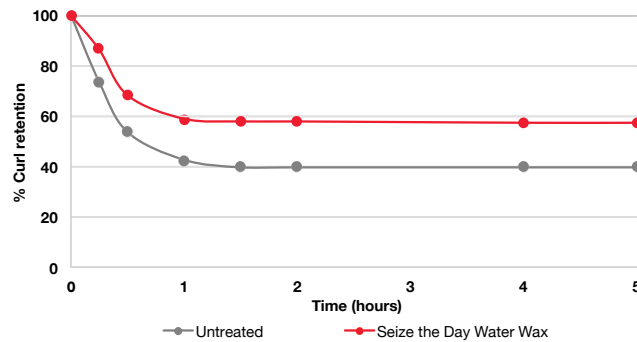
Own Your Curls Hair Custard



Treatment: 0.1 g/g hair on Latino curly hair
Test conditions: 80% relative humidity/25°C for 5 hours

Curl retention and definition

Consumers who sport curls are looking for products that define their curls and help them maintain their shape all day. Dow offers technologies that can help, such as **DOWSIL™ CB-3046 Fluid** and **ACUDYNE™ 180 Hair Styling Polymer** used in Seize the Day Water Wax.



Statistically different from Seize the Day Water Wax: *≥95%, **≥99%, ***≥99.9%
Treatment: 0.1 g/g hair on virgin Caucasian hair
Test conditions: 80% relative humidity/25°C for 5 hours
Control: formulation without DOWSIL™ CB-3046 Fluid and ACUDYNE™ 180 Hair Styling Polymer

After 5 hours, 80% relative humidity



Differentiate your formulation

Let us recommend the right combination of ingredients to meet your textured-hair customers' hair care needs.

Ingredients table

Formulation	Targeted hair type	Featured Dow products	Benefits
Frizz-Conquering Hair Oil	Frizzy, unruly	DOWSIL™ 3901 Liquid Satin Blend	Unique rheology, reduced friction, smoothness, slipperiness, flexibility, shine, curl retention and definition, frizz control, ease of styling, heat protection
		DOWSIL™ CB-3046 Fluid	Long-lasting frizz control, maintained style, curl definition, shine, heat protection, natural look and feel
		DOWSIL™ 9041 Silicone Elastomer Blend	Silky, smooth feel, thickening
		XIAMETER™ PMX-1502 Fluid	Shine, frizz control, heat protection, slipperiness
Own Your Curls Hair Custard	Curly, undefined	DOWSIL™ CE-7081 Smart Style	Flexible hold, curl definition, curl memory, frizz control, smoothness, reduced breakage
		DOWSIL™ 2-2078 Fluid	Long-lasting shine, straightening, heat protection
		ACULYN™ 88 Rheology Modifier	Rheology modifier, film former
Smooth Restorer	Frizzy, dry	DOWSIL™ CE-8411 Smooth Plus Emulsion	Reduced breakage, moisturized feel with increased smoothness, slipperiness and flexibility, heat protection, shine
		SoftCAT™ SX-1300X Conditioning Polymer	Improved manageability, volume control, smoothness
		FOAMYSENSE™ N60K Polymer	Smoothness, silkiness, glide
		CELLOSIZETM PCG-10 Thickener	Thickener, compatibility over wide pH range
Bring Back the Shine Ringing Pomade	Curly, undefined	DOWSIL™ 556 Cosmetic Grade Fluid	Shine, manageability
		DOWSIL™ AP-8087 Fluid	Shine, smoothness, reduced flyaway, heat protection, ease of heat styling
		UCARE™ Polymer JR30M	Enhanced wet/dry combing, smoothness, manageability, shine
Seize the Day Water Wax	Frizzy, unruly	DOWSIL™ CB-3046 Fluid	Long-lasting frizz control, maintained style, curl definition, shine, heat protection, natural look and feel
		ACUDYNE™ 180 Hair Styling Polymer	Firm hold, no buildup, low tackiness

From North America

Toll-free 800-447-4369
Toll call 989-832-1542
Fax 989-832-1465

From Asia Pacific

Toll-free** + 800-7776-7776
Toll call + 60-3-7965-5392
Toll-free fax** + 800-7779-7779
Toll fax + 60-3-7958-5598

dow.com

From Europe, India, Africa and the Middle East

Toll-free* 800-3-694-6367
Toll call + 32-3-450-2240
Toll-free for Italy 800-783-825
Toll-free for South Africa 800-99-5078
Fax + 32-3-450-2815

From Latin America

Toll call + 55-11-5188-9000
Fax + 55-11-5188-9887

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