Consumer Solutions

Condition with Style DOWSIL™ CE-7081 Smart Style

**INCI Name**
Silicone Quaternium-16/Glycidoxy 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

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.

LIMITED WARRANTY INFORMATION – PLEASE READ CAREFULLY
The information contained herein is offered in good faith and is believed to be accurate. However, because conditions and methods of use of our products are beyond our control, this information should not be used in substitution for customer’s tests to ensure that our products are safe, effective and fully satisfactory for the intended end use. Suggestions of use shall not be taken as inducements to infringe any patent.

Dow’s sole warranty is that our products will meet the sales specifications in effect at the time of shipment. Your exclusive remedy for breach of such warranty is limited to refund of purchase price or replacement of any product shown to be other than as warranted.

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, DOW SPECIFICALLY DISCLAIMS ANY OTHER EXPRESS OR IMPLIED WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE OR MERCHANTABILITY.
DOW DISCLAIMS LIABILITY FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES.

Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow © 2018 The Dow Chemical Company. All rights reserved.