



PERSONAL CARE

Transforming textures for hair care

New formulation innovations that respond to an intersection of global emerging trends

Transforming textures benefits

- Wet/dry combing
- Soft-touch styling
- Volume
- Frizz control
- Customizable conditioning
- Sebum absorption

Featured products

ACULYN™ 28 Rheology Modifier
ACULYN™ 38 Rheology Modifier
ACULYN™ Excel Rheology Modifier
DOWSIL™ 9041 Silicone Elastomer Blend
DOWSIL™ 9701 Cosmetic Powder
DOWSIL™ CB-3046 Fluid
DOWSIL™ CE-1874 Microemulsion
DOWSIL™ CE-7081 Smart Style
DOWSIL™ CE-8411 Smooth Plus Emulsion
DOWSIL™ EP-9801 Hydro Cosmetic Powder
DOWSIL™ ES-5226 DM Formulation Aid
DOWSIL™ VM-2270 Aerogel Fine Particles
FOAMYSENSE™ N3000 Polymer
SoftCAT™ SX-400X Conditioning Agent
XIAMETER™ PMX-200 Fluid, 1.5 cSt
XIAMETER™ PMX-1502 Fluid



In today's global hair care segment, consumers are searching for new hair care solutions that offer something different – multifunctional products with unique, surprising sensory attributes. They want products that include milder, more natural ingredients that connect with their desire to be conscientious and unique, and they are willing to invest in hair care technologies that meet their needs for a broad range of hair types. Consumers also are inspired by Korean beauty and skin-care influenced trends, which appeal to their thirst for novelty and playful products.

Introducing transforming textures

To help formulators launch new hair care products that consumers will love, Dow has created a series of new formulations that respond to an intersection of global emerging trends – green beauty, multicultural beauty, and product concepts normally seen in skin care applications.

These ingredients work together to create formulations that “transform textures” – providing an exciting sensorial experience for consumers. And with Dow's world-class technical and testing capabilities, these ingredients have been proven to offer unparalleled performance.

Example formulations

	Formulation	Transforming Texture	Dow Ingredients
	Clay the Day Away Mask Treatment	Soufflé to Cream	DOWSIL™ EP-9801 Hydro Cosmetic Powder DOWSIL™ CE-8411 Smooth Plus Emulsion ACULYN™ 28 Rheology Modifier ACULYN™ Excel Rheology Modifier
	The Zen Conditioner Bar	Solid to Oil	SoftCAT™ SX-400X Conditioning Agent FOAMYSENSE™ N3000 Polymer
	Yours + Mine Powder Balm	Powdery Gel to Oil	DOWSIL™ 9041 Silicone Elastomer Blend DOWSIL™ VM-2270 Aerogel Fine Particles DOWSIL™ CB-3046 Fluid DOWSIL™ 9701 Cosmetic Powder XIAMETER™ PMX-200 Fluid, 1.5 cSt
	“Sea” Me Clean Calming Spray	Liquid to Powder	DOWSIL™ EP-9801 Hydro Cosmetic Powder DOWSIL™ CE-1874 Microemulsion ACULYN™ 38 Rheology Modifier
	Custom Curl Yogurt	Cream to Oil	DOWSIL™ ES-5226 DM Formulation Aid DOWSIL™ CE-7081 Smart Style XIAMETER™ PMX-1502 Fluid XIAMETER™ PMX-200 Fluid, 1.5 cSt



Efficiently Beautiful: Taking care of nature and surroundings keeps this on-the-go woman driven and inspired



Customized for Culture: Being her true self and seeing immediate results leaves her feeling unique and rejuvenated



All-Over Moisture: The body is whole and she treats it as such. Creating a connected ritual of moisturizing care for face, body and hair inspires her life to remain in harmony and a desire to return to that experience frequently

Proven results

“Sea” Me Clean Calming Spray (CPF 4002)

Comparison sensory panel

Vs. Control



Vs. Commercial Benchmark

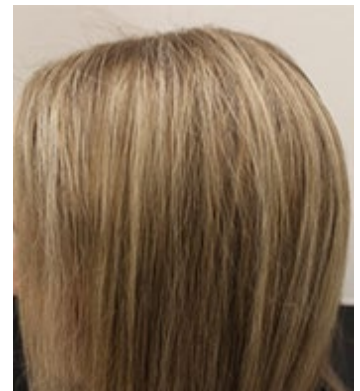


Before and after

Treatment: 4 g / g applied on half-head application before and after using the “Sea” Me Clean Calming Spray



Before: 3 days after washing



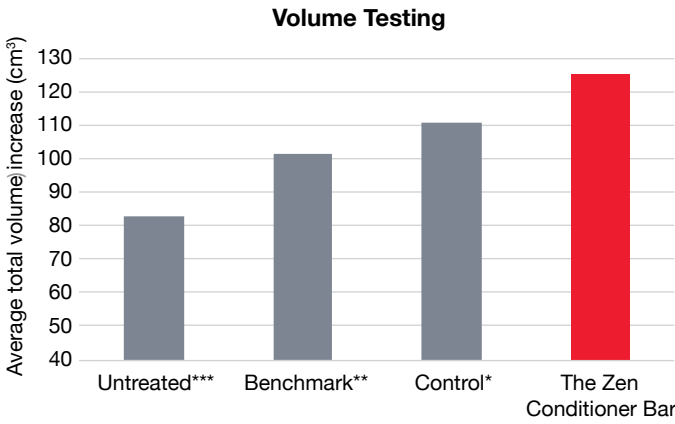
After: Dried using blow dryer

Treatment: 0.15 g / g applied on slightly bleached hair
Test conditions: 50% relative humidity/25°C for 24 hours
Sensory Panel: 24 panelists
Control: formulation without DOWSIL™ EP-9801 Hydro Cosmetic Powder and DOWSIL™ CE-1874 Microemulsion

The Zen Conditioner Bar (CPF 4005)

Enhanced Volume

Better volume compared to a commercial benchmark, control and untreated.



Treatment: 0.1 g / g applied on slightly bleached hair
Control: formulation without SoftCAT™ SX-400X and FOAMYSENSE™ N3000 Polymer
 Measured using a Bolero Bossa Nova

Treated and Untreated

Up to 51% increase in volume vs. untreated



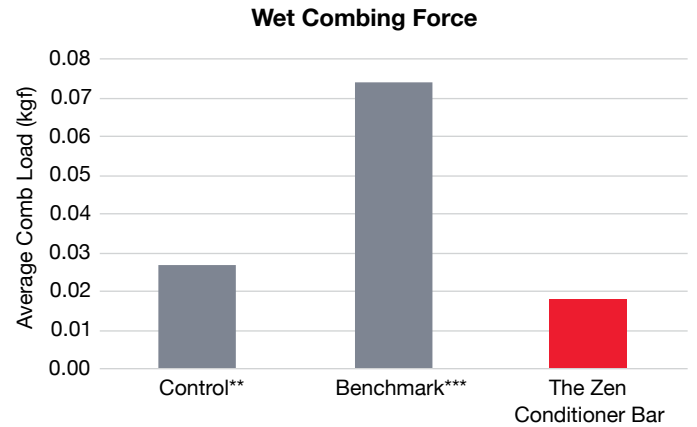
Untreated

Treated



Wet Combing

Up to 76% improved wet combing compared to the commercial benchmark and 34% compared to the control bar.

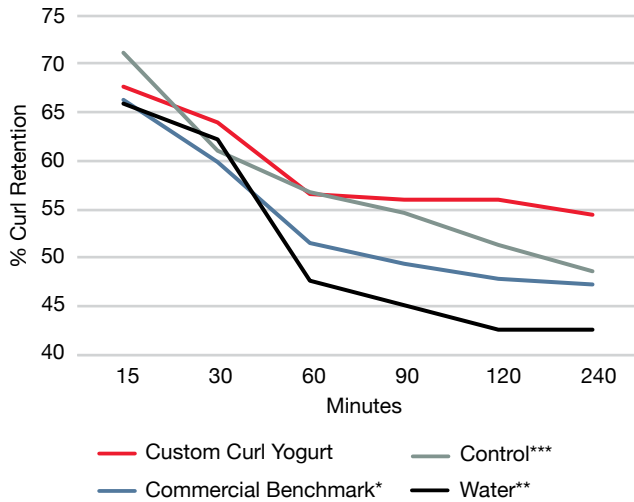


Statistically different from The Zen Conditioner Bar: **>99%, ***>99.9%

Treatment: 0.1 g / g applied on slightly bleached hair
Control: formulation without SoftCAT™ SX-400X & FOAMYSENSE™ N3000 Polymer
 Measured using an Instron tensile instrument

Custom Curl Yogurt (CPF 4004)

Curl Retention



Enhanced Natural Curl



Before: Hair washed and dried with no leave-in product

After: Custom Curl Yogurt applied to wet hair before drying

Statistically different from Custom Curl Yogurt: *>95%, **>99%, ***>99.9%

Treatment: 0.15 g / g applied on curly virgin brown hair
Test Conditions: 80% relative humidity / 25°C for 5 hours

Learn More

For more information about the new transforming textures ingredients, including sample formulations, please contact your customer service representative or visit dow.com/personalcare.

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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