



DOW

HOME & PERSONAL CARE

MaizeCare™ Clarity Polymer

The clarity you want & the performance you need in a sustainable hair styling product



COSMOS
APPROVED

INCI name: Hydrolyzed Corn Starch

Benefits for formulators:

- Styling agent for crystal clear hair styling formulations
- Cold water formulation process
- Ideal solution for formulators seeking environmentally friendly ingredient
- Ability to achieve a range of hold levels with excellent aesthetics
- Compatible with synthetic and natural rheology modifiers
- Allows versatility in formulation format
- Low shear mixing
- Disperses in minutes
- 100% natural origin (ISO 16128)
- Non-GMO
- Readily biodegradable
- COSMOS/ECOCERT approved
- Vegan

Listed in the Catalogue of Cosmetic Ingredients in China



Consumers are increasingly becoming aware of the benefits of natural and organic ingredients which has fueled the demand for more sustainable hair styling products. MaizeCare™ Clarity Polymer is bio-based and biodegradable with film-forming properties that provide a non-tacky feel at touch when styling. The corn-based ingredient can be used as a high-performing fixative polymer that offers curl retention, hair stiffness, carbomer compatibility for crystal clear formulations.

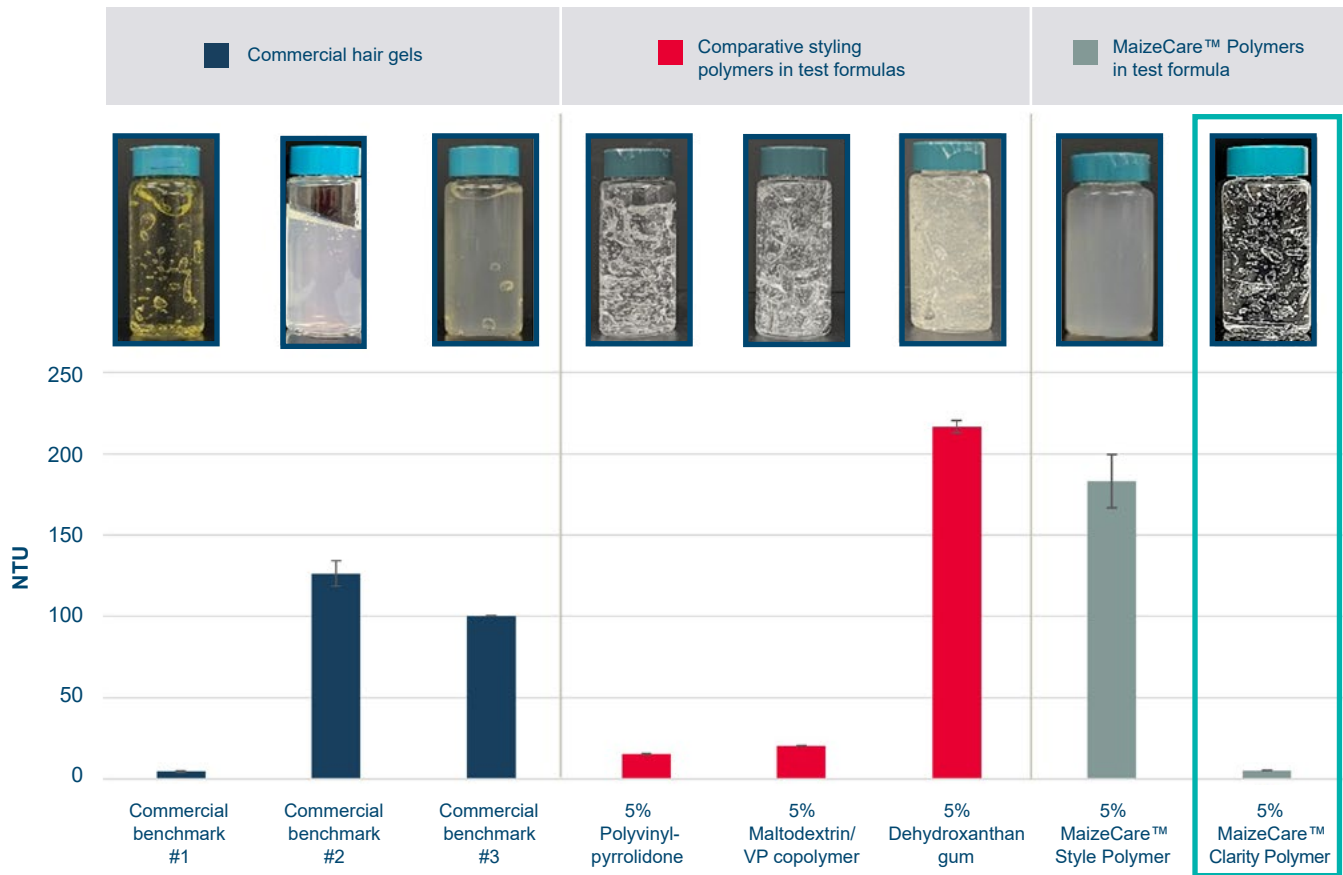


Benefits for consumers:

- Clear hair gels and pump sprays
- Aqueous solution forms a natural film on the hair
- Imparts styling durability
- Excellent humidity resistance
- Vegan

MAIZECARE™
clarity polymer by 

Styling gel clarity



Maizecare™ Clarity Polymer delivers crystal clear performance in a natural product format.

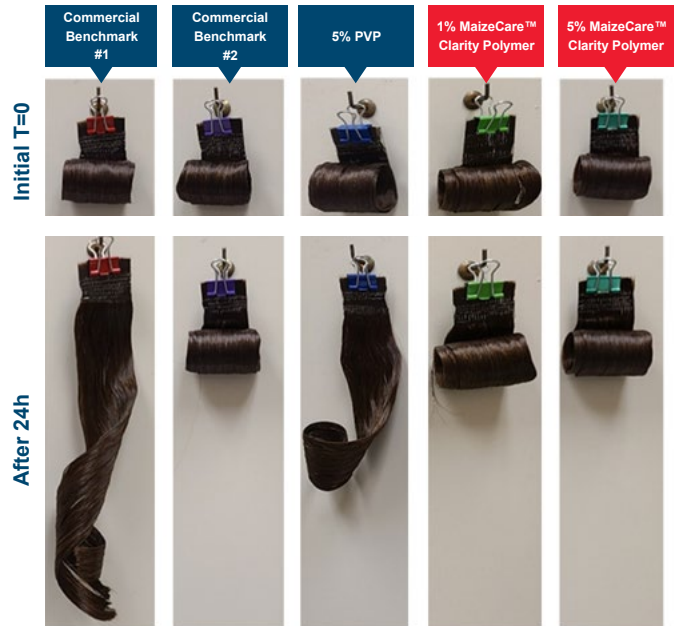
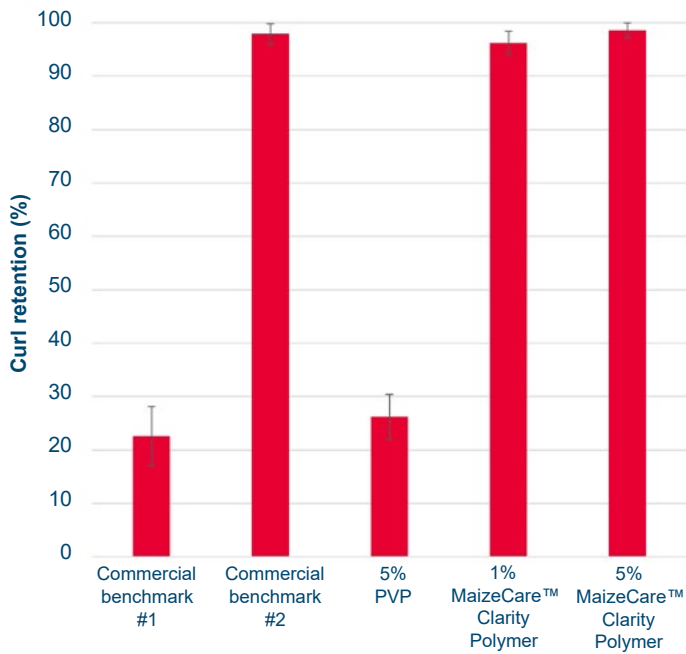
Styling aid used:

Commercial benchmark #1: PVP (polyvinylpyrrolidone)

Commercial benchmark #2: PVP (polyvinylpyrrolidone), Acrylates/Hydroxyesters Acrylates Copolymer

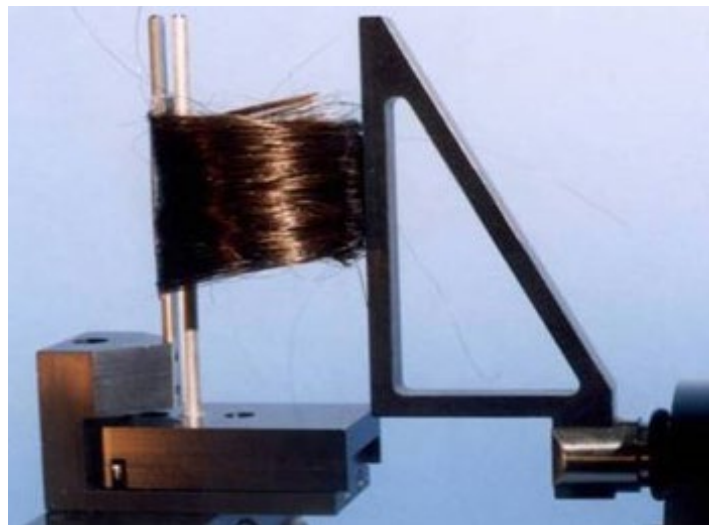
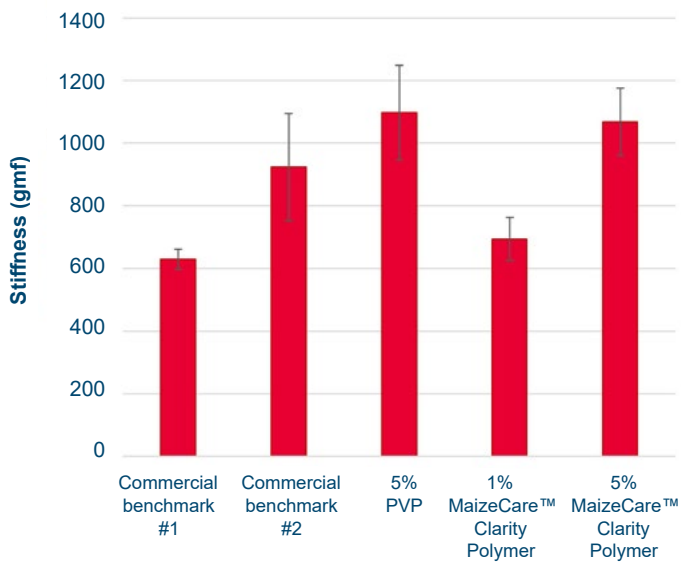
Commercial benchmark #3: Dehydroxanthan gum

Styling gel: Long lasting curls



MaizeCare™ Clarity Polymer exhibits superior humidity resistance to PVP at 80% RH after 24 hs.

Styling gel: Hair stiffness



- Comparable stiffness between MaizeCare™ Clarity Polymer and PVP
- Increased stiffness as a function of polymer loading

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Form No. 27-3336-01-0722 S2D