



Alexis

**DOW**

CPF 4477

## *Condition Your Curls*

Rinse-off and/or  
Leave-in Conditioner

### ***Attributes***

- Multi-functional — can be used as a leave-in or rinse-off conditioner
- Provides intensive conditioning to the hair
- Curl defining as a leave-in conditioner
- Ease of combing and detangling

### ***Featured Products***

- DOWSIL™ CE-7081 Smart Style for long-lasting restoration of hydrophobicity that could be lost due to pollution or UV exposure, resistance to mechanical breakage and conditioning.
- CELLOSIZETM HEC PCG-10 Europe cellulose derived thickener is a nonionic, bio-based and biodegradable water-soluble rheology modifier that can thicken, suspend, emulsify and enhance the sensory experience for hair applications.

## Condition Your Curls (CPF 4477) Rinse-Off and/or Leave-in Conditioner

Phase	Trade name / Supplier	INCI name	% Wt.
A	Water	Water / Aqua	84.6
	<a href="#">VERSENE™ 220 Crystals Chelating Agent</a> / Dow	Tetrasodium EDTA	0.2
	<a href="#">CELLOSIZE™ HEC PCG-10 Europe Thickener</a> / Dow	Hydroxyethyl Cellulose	1.0
B	Crodacol CS50 / Croda	Cetearyl Alcohol	3.0
	Arlacel 165 / Croda	Glyceryl Stearate (and) PEG-100 Stearate	2.0
C	<a href="#">DOWSIL™ CE-7081 Smart Style</a> / Dow	Silicone Quaternium-16 / Glycidoxy Dimethicone Crosspolymer (and) Undeceth-11 (and) Undeceth-5	8.4
D	Euxyl PE 9010 / Schülke & Mayr	Phenoxyethanol (and) Ethylhexylglycerin	0.5
E	Green Coconut / Givaudan	Fragrance	0.3

Disclaimer: Contained in this package is a sample prepared as per the formulation described on this card. Any variation in the formulation may cause performance to change.

### Processing instructions:

1. Add ingredients of phase A one-by-one in order while mixing at 500 rpm until homogeneous. Make sure to sift or sprinkle the CELLOSIZE™ HEC PCG-10 Europe Thickener into the water slowly to avoid clumping.
2. Start heating to 75-80°C and mix for 25-30 minutes to allow the CELLOSIZE™ HEC PCG-10 Europe Thickener to hydrate.
3. Once the temperature reaches 75°C, add ingredients of phase B one-by-one and continue to heat and mix for 15 minutes.
4. Remove from heat and cool to <40°C before adding phase C, D and E in order.
5. Allow to mix for 15 minutes until homogeneous.

[www.dow.com/personalcare](http://www.dow.com/personalcare)

Image: dow\_67786577470

NOTICE: No freedom from infringement of any patent owned by Dow or others is to be inferred. Because use conditions and applicable laws may differ from one location to another and may change with time, Customer is responsible for determining whether products and the information in this document are appropriate for Customer's use and for ensuring that Customer's workplace and disposal practices are in compliance with applicable laws and other government enactments. The product shown in this literature may not be available for sale and/or available in all geographies where Dow is represented. The claims made may not have been approved for use in all countries. Dow assumes no obligation or liability for the information in this document. References to "Dow" or the "Company" mean the Dow legal entity selling the products to Customer unless otherwise expressly noted. NO WARRANTIES ARE GIVEN; ALL IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE ARE EXPRESSLY EXCLUDED.

™ Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow

© 2021 The Dow Chemical Company. All rights reserved.

2000014082

Form No. 27-3271-01-1121 S2D