

New hair care technology from Dow Corning

QUAT FUNCTIONAL SILICONE MICROEMULSION

Dow Corning® 5-7113 Silicone Quat Microemulsion is the first technology that allows you to deliver a combination of benefits in a single, easy to use product!

Dow Corning is pleased to introduce a new hair care ingredient that truly provides multifunctional benefits:

- Excellent conditioning, and
- Thermal heat protection, and
- Enhanced volume, and
- Increased color retention, and...
- It's patent protected!

The new technology from Dow Corning is patent protected for use in shampoos, conditioners, styling aids, fixatives, body washes, and moisturizers.

It's also easy to use—even for **clear systems**.

Beat the heat

For years, salon brands have claimed that moisture loss results in severe cuticle damage. Dow Corning now offers its customers a choice of silicone quats that actually protect hair from sources of moisture loss. For instance, when hair is treated with a Dow Corning silicone quat and then exposed to thermal heat, the hair retained more of its moisture and significantly enhanced the sensory performance of the hair. (See graph 1.1 on side 2)

Pump up the volume

Helping to protect hair is just one of the ways Dow Corning® 5-7113 Silicone Quat Microemulsion can help you differentiate your products from the competition. Because it can provide multifunctional benefits, Dow Corning® 5-7113 Silicone Quat Microemulsion also provides extra volume and body, without negative consequences like flyaway or static. Sensory tests reveal that it even provides a subtle wave to the hair. Reassure your customers with short or fine hair—Dow Corning® 5-7113 Silicone Quat Microemulsion conditions without build-up.

Longer lasting color

Increasingly, consumers are seeking out hair care products that promise a color retention benefit. When you formulate with Dow Corning® 5-7113 Silicone Quat Microemulsion in a rinse-off conditioner, you can differentiate your products in another way—proven claim substantiation for longer lasting color retention. (See graph 1.2 on side 2)



Clear and simple

The tricky task of formulating an effective clear rinse system is now made easy. Dow Corning® 5-7113 Silicone Quat Microemulsion lets you formulate crystal clear shampoos and conditioners and is particularly suited for those consumers that attribute “natural, safe or mild” benefits from transparent products.

Conditioned to win

Dow Corning® 5-7113 Silicone Quat Microemulsion gives you extraordinary conditioning benefits—soft feel, excellent wet combing and good dry combing. When tested against a leading rinse-off conditioner brand, Dow Corning® 5-7113 out-performed the commercial benchmark as well as the rinse-off product that contained no silicone. (See graph 1.3 on side 2)

Be different!

While there are other products on the market that can condition the hair—or even claim heat protection benefits—Dow Corning® 5-7113 is the single ingredient that allows you to deliver multiple, combination benefits in a single product. And, with Dow Corning's broad patent coverage, you have the freedom to formulate unique products in a competitive and crowded marketplace.

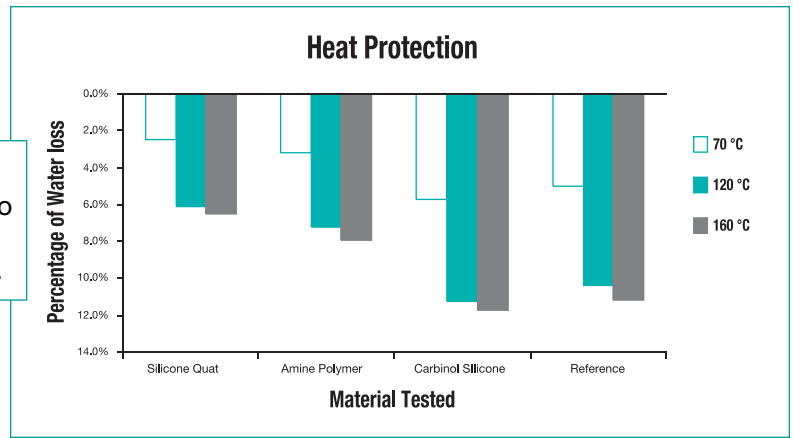
Want to learn more?

Dow Corning can also provide you with formulations, experimental samples and technical datasheets by calling your local sales representative or visiting us on the Web at www.dowcorning.com/personalcare.

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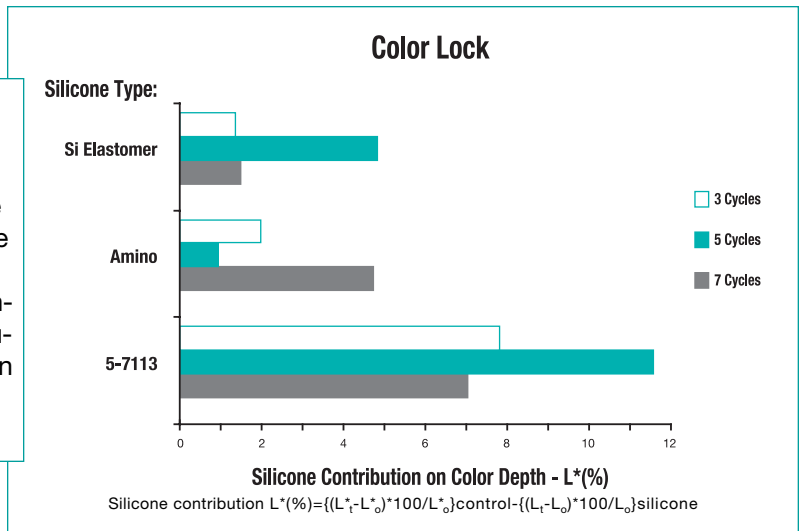
1.1 TGA Dynamic Analysis (IPT)

This test data illustrates that hair exposed to thermal heat retains more moisture when it is treated with a Dow Corning silicone quat.



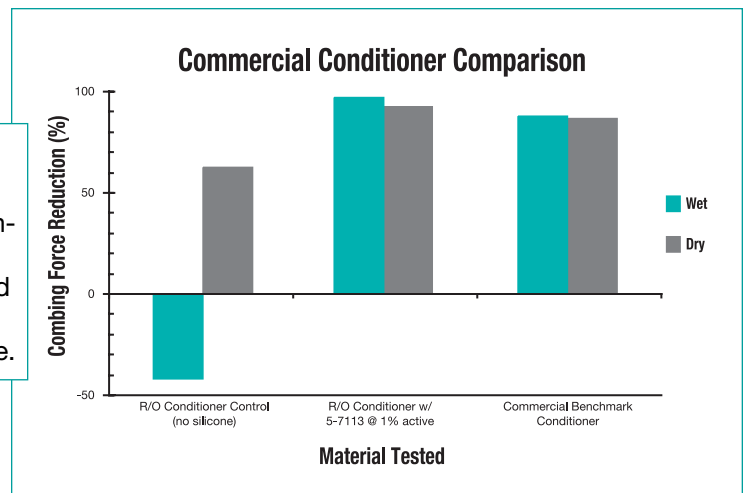
1.2 Percentage Silicone Contribution on Permanent Hair Color Retention

The test data reveals strong color retention benefits when Dow Corning® 5-7113 Silicone Quat Microemulsion is incorporated into rinse conditioners. Silicone contribution L*(%) is a value which compares the hair color of a non-silicone control formulation to that of a formulation containing silicone. A value greater than 0 indicates darker hair color as compared to the control after treatment cycles.



1.3 Wet and Dry Combing Percentage Reduction

This graph illustrates the excellent conditioning performance of Dow Corning® 5-7113 Silicone Quat Microemulsion when compared against a leading rinse-off conditioner brand and a rinse-off product containing no silicone.



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Form No: 27-1135-01
Design: APCO Worldwide