

DOW CORNING® CE 8401 Emulsion

Bringing together the benefits of silicone amino and polyether technologies for the next generation of hair care products.

Discover a new benchmark for high performance hair conditioning

Hair Moisturization

Consumers today are willing to spend more for hair care products that provide better moisturization and conditioning performance. They want to combat the damage caused by regular heat styling, coloring, blow drying and exposure to the elements. They seek products that leave hair looking and feeling beautifully healthy.

A New Breakthrough

To meet these demands, we've developed Dow Corning CE 8401 Emulsion. With its unique chemical structure, Dow Corning CE 8401 Emulsion can deliver superior conditioning and allow you to formulate hair care products that outperform traditional silicone benchmarks.

This innovative product sets a new standard for high conditioning performance by delivering:

- Excellent wet and dry combing (see figures 1 and 2)
- Superior wet and dry sensory feel (see figure 3)
- Prevention of color loss in color treated hair
- Enhancement of hair body and wave even in rinse-off conditioner applications
- Curl retention in leave-on products

Additionally, our studies demonstrate excellent conditioning performance even at low usage levels.

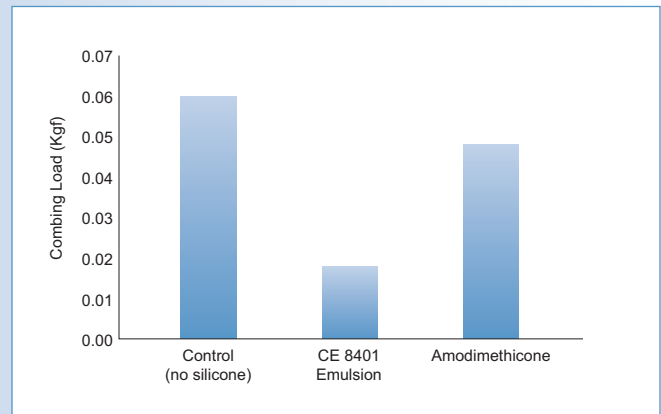


Figure 1. **Average Dry Combing Load After Shampooing**

Dow Corning CE 8401 Emulsion significantly reduces dry combing load vs. traditional silicone benchmarks and control.

Dow Corning CE8401 Emulsion is statistically different than control at a 95% confidence limit and amodimethicone at a 90% confidence limit. Slightly bleached Caucasian hair tresses. Tresses were pulled using a tensile combing method, 2% active silicone.

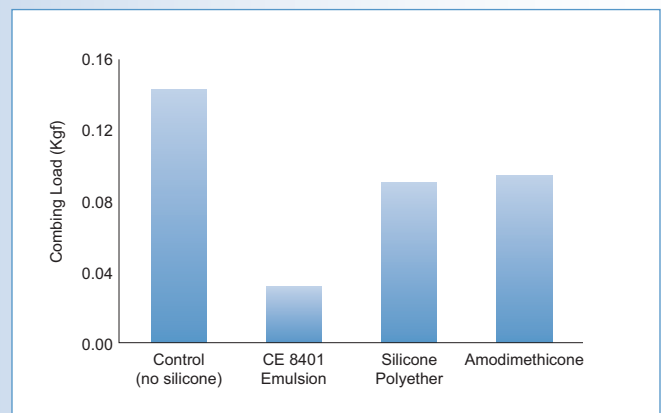


Figure 2. **Average Wet Combing Load After Shampooing**

Dow Corning CE 8401 Emulsion significantly reduces wet combing load vs. traditional silicone benchmarks and control.

Dow Corning CE 8401 Emulsion is statistically different than control, silicone polyether and amodimethicone at a 95% confidence limit. Slightly bleached Caucasian hair tresses. Tresses were pulled using a tensile combing method, 2% active silicone.



Unique Chemical Structure

Dow Corning CE 8401 Emulsion has the polyether functionality embedded in the silicone backbone. In addition, the amino pendant groups anchor onto the most damaged part of the hair fibers (where it is needed most). This combination enhances the wet feel as well as providing a dry, smooth feel—a true break-through in hair conditioning.

Available Now

Dow Corning CE 8401 Emulsion is designed for high performance conditioning applications. It can be formulated into shampoos, rinse-off and leave-in conditioners, and styling products targeted for dry, damaged or colored hair. Ask for a sample today—and don't forget to ask about our other new silicone amino polyether materials for your hair care applications.

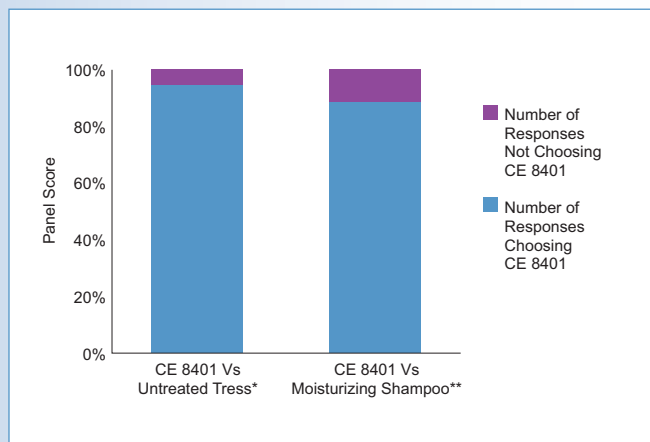


Figure 3. **Wet/Feel Slipperiness for Shampoo Containing Dow Corning CE 8401 Emulsion**

Dow Corning CE 8401 Emulsion beats leading commercial moisturizing shampoo for wet feel/slipperiness.

Wet feel/Slipperiness measures the presence or absence of resistance when moving the fingers down the hair between the thumb and forefinger
Panel Study, 18 panelists

*99.9% Confidence Level, One-Sided Directional Difference Test

**99% Confidence Level, Two-Sided Directional Difference Test

Learn More

At Dow Corning, we want to be your supplier of choice. That's why our hair care experts continually go beyond to develop new and innovative ways to meet your needs. Dow Corning CE 8401 Emulsion can really boost your hair care formulations. To find out more, contact your local sales representative, or visit us at www.dowcorning.com/personalcare.

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