



PERSONAL CARE

Silicones for long-lasting hair color

Make this perfect shade of awesome last

When you love your color this much, you want it to remain rich, vibrant, bright and true ... for as long as possible!

Consumers want more mileage out of their hair color. And you can help them achieve it by providing them with cleansing conditioners formulated with DOWSIL™ silicones for long-lasting hair color.

Silicone benefits for cleansing conditioners

- Long-lasting color protection up to 24 washes
- Preservation of color intensity and color trueness
- Increased hair volume
- Reduced friction
- Fast drying

Featured products

- DOWSIL™ 5-7113 Silicone Quat Microemulsion/
DOWSIL™ CE-7114 Silicone Quat Microemulsion

INCI name: Silicone Quaternium-16 (and) Undeceth-11 (and) Butyloctanol (and) Undeceth-5

- DOWSIL™ CE-8411 Smooth Plus Emulsion

INCI name: Bis-Diisopropanolamino-PG-propyl Dimethicone/Bis-Isobutyl PEG-14 Copolymer (and) Polysorbate 20 (and) Butyloctanol

- DOWSIL™ CE-7081 Smart Style

INCI name: Silicone Quaternium-16/Glycidoxy Dimethicone Crosspolymer (and) Undeceth-11 (and) Undeceth-5

Remember how you
felt the last time you
colored your hair?

Don't let that happy
memory fade!

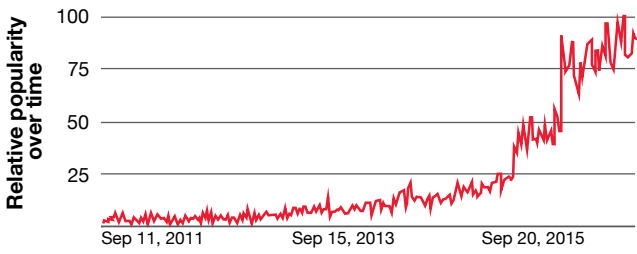


The secret to lasting color happiness: Cleansing conditioners with DOWSIL™ silicones

Why cleansing conditioners?

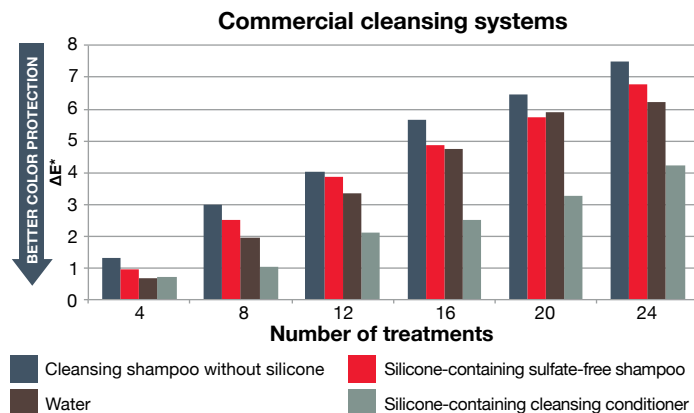
There is a growing need for milder alternatives to regular shampoos, which some consumers perceive as being too harsh for their hair and scalp. This is the underlying trend behind the “low-poo” (low shampoo) and “no-poo” (no shampoo) movement.

Cleansing conditioners are intensely conditioning alternatives to conventional shampoos. Popular for their hair repair benefits, these products also have a flair for color protection.



Cleansing conditioners are the best option for color protection

Comparative testing of commercial cleansing systems revealed that cleansing conditioner containing silicone was the best system for preserving hair color over time.



In comparison testing, the silicone-containing cleansing conditioner was statistically different from the other systems at a ≥99% confidence level.

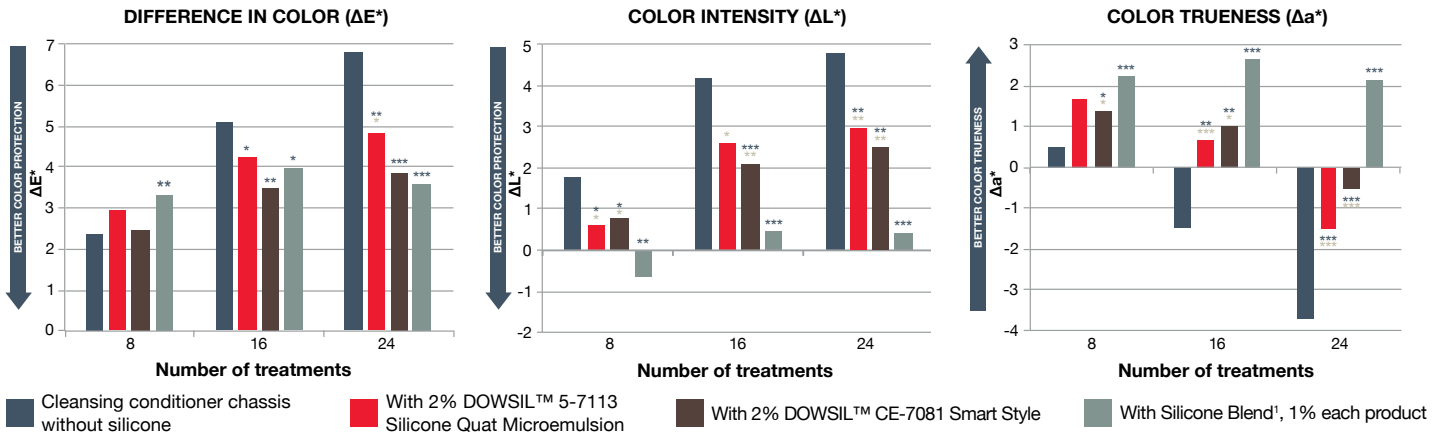
DOWSIL™ silicones protect overall color, color intensity and color trueness

Dow compared the performance of silicone-containing cleansing conditioner formulations against the performance of a cleansing conditioner chassis without silicone.

Long-lasting color protection (ΔE^*) was achieved with cleansing conditioners containing DOWSIL™ 5-7113 Silicone Quat Microemulsion, DOWSIL™ CE-7081 Smart Style, and a blend of DOWSIL™ 5-7113 Silicone Quat Microemulsion and DOWSIL™ CE-8411 Smooth Plus Emulsion. The blend also delivered the best color intensity (ΔL^*) and color trueness (Δa^*).



The difference is easy to see



*Statistically different from control at ≥95% confidence level; **Statistically different from control at ≥99% confidence level; ***Statistically different from control at ≥99.9% confidence level
 *Statistically different from Silicone Blend¹ at ≥95% confidence level; **Statistically different from Silicone Blend¹ at ≥99% confidence level; ***Statistically different from Silicone Blend¹ at ≥99.9% confidence level
 % refers to active silicone level; DOWSIL™ CE-7114 Silicone Quat Microemulsion can be substituted for DOWSIL™ 5-7113 Silicone Quat Microemulsion.

Positive impact on hair volume

Twenty-four treatments with a silicone-containing cleansing conditioner had a positive impact on hair volume. Additionally, sensory panel testing performed after 24 washes did not show a statistical difference in greasiness compared to control without silicone.



After 24 treatments with cleansing conditioner; % refers to active silicone level.

¹Silicone Blend: DOWSIL™ 5-7113 Silicone Quat Microemulsion/DOWSIL™ CE-8411 Smooth Plus Emulsion.





COLOR your
cleansing conditioner
formulations **HAPPY**
with DOWSIL™
silicones for long-
lasting color

Beauty care that does more

Dow is creating differentiating specialty silicone solutions that bring beauty to life in a way that has a lasting effect on your business and the lives of your consumers.

Need more information?

Dow has extensive experience with beauty and personal care solutions. Leverage our expertise to help you determine which materials are best suited to your application. Simply visit consumer.dow.com to learn how we can help you bring performance and processability to your products.

Cleansing conditioner test formulation

Phase	Component	INCI name	WT. %
A	CELLOSIL™ PCG-10	Hydroxyethyl Cellulose	1.5
	VERSENE™ 220	Tetrasodium EDTA	0.1
	Water	Water	q.s.
B	Crodacol™ CS-50	Cetearyl Alcohol	2.0
	Incromine™ SD-PA-(MH)	Stearamidopropyl Dimethylamine	1.0
C	DOWSIL™ silicone(s)		1.0 to 2.0 active silicone
	Euxyl K 712	Water (and) Sodium Benzoate (and) Potassium Sorbate	0.5

For the control formulation, the silicone in the cleansing conditioner chassis was replaced with water.

Images: AdobeStock_64734528, dow_41988169439, dow_40683201888, AdobeStock_123286949, dow_40683202496

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Form No. 27-1670-01 B