

NORTH AMERICA

HAIR CARE SELECTION GUIDE





See and Feel the Possibilities

Healthy hair should be soft, full, strong, and shiny, not heavy, greasy or brittle. Our growing portfolio of multifunctional specialized ingredients can help repair and restore while conditioning each strand, leaving hair easier to comb, wet or dry. By covering each hair shaft with a protective, conditioning film, our silicone ingredients offer softness and manageability. Use them to create a touchable feel and thrilling shine that will make your consumers take notice.

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Product Name	INCI Name	Typical Use Level	Primary Functions
EMULSIONS			
SilForm* HyFlex emulsion	Bis-Ethylhydroxycyclohexyl Methacrylate Dimethicone/ Butyl Acrylate Crosspolymer	4% to 8%	• Curl memory • Definition
Silsoft* AX-E PMF emulsion	Bis-Cetearyl Amodimethicone (and) Cetareth-7 (and) Cetareth-25	1% to 3%	• Color retention • Thermal protection without negative sensory feel
Silsoft CLX-E emulsion	Dipropylene Glycol (and) Polysilicone-29	1% to 8%	• Durable thermal straightening • Restores damage with bond building capability
Silsoft EMU 121N emulsion	Dimethiconol (and) Laureth-4 (and) Laureth-23 (and) PEG-55 Stearate	1% to 5%	• Hair manageability
Silsoft 253 emulsion	Amodimethicone (and) C11-15 Pareth-7 (and) Laureth-9 (and) Glycerin (and) Trideceth-12	2% to 5%	• Fiber alignment • Faster drying
Silsoft Q PMF emulsion	Silicone Quaternium-18 (and) Trideceth-6 (and) Trideceth-12	1% to 5%	• Increased volume • Repair without buildup
Silsoft Silk PMF emulsion	Silicone Quaternium-18 (and) Trideceth-6 (and) Deceth-7 (and) Cocamidopropyl Betaine (and) Dipropylene Glycol	1% to 3%	• Repair without buildup • Natural curl definition

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FLUIDS			
SilForm* INX fluid	Bis-Carboxydecyl Dimethicone	1% to 2%	• Fragrance retention
Silsoft* 1215 fluid†	Cyclopentasiloxane (and) Dimethiconol	1% to 70%	• Reduced volume
Silsoft A+ fluid†	PEG-40/PPG-8 Methylaminopropyl/ Hydroxypropyl Dimethicone Copolymer	1% to 3%	• Moisturization
Silsoft A-843 fluid†	Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone	1% to 3%	• Pretreatment and post conditioning of dying process
Silsoft AX fluid	Bis-Cetearyl Amodimethicone	0.5% to 2%	• Color retention • Thermal protection
Silsoft B-3020 fluid	Isododecane (and) Dimethicone (Proposed)	1% to 70%	• Reduced volume • D5-free
Silsoft ETS fluid	Ethyl Trisiloxane	1% to 90%	• Faster drying (volatile solvent)
Silsoft Spread MAX fluid	Methoxy PEG-8 Dimethylsilylethyl Trimethylsilane (and) Trideceth-5 (and) Meroxapol 172	0.1% to 1%	• Spreading • Intensifies color and dye
SilShine* 151 fluid	Phenylpropyldimethylsiloxysilicate	0.3% to 1%	• Durable high shine
SF1708 fluid	Amodimethicone	0.2% to 1%	• Fiber alignment • Faster drying
SF1550 fluid	Phenyl Trimethicone	1% to 5%	• Immediate shine

† Low cyclic version also available

* SilForm, Silsoft and SilShine are trademarks of Momentive Performance Materials Inc.

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