



MOMENTIVE™

inventing possibilities

**EUROPE, MIDDLE
EAST, INDIA,
AFRICA, TURKEY
and RUSSIA**

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 can trap moisture within, allowing longer lasting softness and manageability. Use them to create a touchable feel and thrilling shine that will make your consumers take notice.

Product Name	INCI Name	Typical Use Level	Primary Functions	Hair Type													Typical Benefits													Potential Product Categories																
				Damaged	Thin	Tight/Textured Curl	Virgin/Undamaged	Wavy/Soft Curl	Anti-Breakage	Anti-Fizz	Color Retention	Curl Memory/Definition	Detangling/Combing Ease	Enhanced Penetration	Enhanced Spreading	Foam Booster/Stabilizer	Fragrance Retention	Humidity Resistance	Increased Volume	Moisturization	Natural Curl/Wave Definition	Reduced Static	Repair	Shine	Smooth/Straight Styles	Styling/Hold	Thermal Protection	Clear Shampoo	Detangling Spray	Hair Dye	Leave-On Milk	Leave-On Conditioner	Rinse-Off Conditioner	Shampoo	Shine Spray	Styling Products (Spray, Gel, Mousse)	Treatment Ampoule (Emulsion)	Treatment Oil/Serum (Hydrophobic Formulations)								
EMULSIONS																																														
SilForm* HyFlex emulsion	Bis-Ethylhydroxycyclohexyl Methacrylate Dimethicone/ Butyl Acrylate Crosspolymer	4% to 8%	<ul style="list-style-type: none"> • Curl memory • Definition 																																											
Silsoft* AX-E PMF emulsion	Bis-Cetearyl Amodimethicone (and) Cetareth-7 (and) Cetareth-25	1% to 3%	<ul style="list-style-type: none"> • Color retention • Thermal protection without negative sensory feel 																																											
Silsoft CLX-E emulsion	Dipropylene Glycol (and) Polysilicone-29	1% to 8%	<ul style="list-style-type: none"> • 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%	<ul style="list-style-type: none"> • Hair manageability 																																											
Silsoft 253 emulsion	Amodimethicone (and) C11-15 Pareth-7 (and) Laureth-9 (and) Glycerin (and) Trideceth-12	2% to 5%	<ul style="list-style-type: none"> • Fiber alignment • Faster drying 																																											
Silsoft Q PMF emulsion	Silicone Quaternium-18 (and) Trideceth-6 (and) Trideceth-12	1% to 5%	<ul style="list-style-type: none"> • 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%	<ul style="list-style-type: none"> • Repair without buildup • Natural curl definition 																																											

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

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				Damaged	Thin	Tight/Textured Curl	Virgin/Undamaged	Wavy/Soft Curl	Anti-Breakage	Anti-Fizz	Color Retention	Curl Memory/Definition	Detangling/Combing Ease	Enhanced Penetration	Enhanced Spreading	Foam Booster/Stabilizer	Fragrance Retention	Humidity Resistance	Increased Volume	Moisturization	Natural Curl/Wave Definition	Reduced Static	Repair	Shine	Smooth/Straight Styles	Styling/Hold	Thermal Protection	Clear Shampoo	Detangling Spray	Hair Dye	Leave-On Milk	Leave-On Conditioner	Rinse-Off Conditioner	Shampoo	Shine Spray	Styling Products (Spray, Gel, Mousse)	Treatment Ampoule (Emulsion)	Treatment Oil/Serum (Hydrophobic Formulations)		
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 dyeing 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
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