

**NORTH AMERICA**

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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
<b>EMULSIONS</b>			
<b>SilForm* HyFlex emulsion</b>	Bis-Ethylhydroxycyclohexyl Methacrylate Dimethicone/ Butyl Acrylate Crosspolymer	4% to 8%	<ul style="list-style-type: none"> <li>• Curl memory</li> <li>• Definition</li> </ul>
<b>Silsoft* AX-E PMF emulsion</b>	Bis-Cetearyl Amodimethicone (and) Cetareth-7 (and) Cetareth-25	1% to 3%	<ul style="list-style-type: none"> <li>• Color retention</li> <li>• Thermal protection without negative sensory feel</li> </ul>
<b>Silsoft CLX-E emulsion</b>	Dipropylene Glycol (and) Polysilicone-29	1% to 8%	<ul style="list-style-type: none"> <li>• Durable thermal straightening</li> <li>• Restores damage with bond building capability</li> </ul>
<b>Silsoft EMU 121N emulsion</b>	Dimethiconol (and) Laureth-4 (and) Laureth-23 (and) PEG-55 Stearate	1% to 5%	<ul style="list-style-type: none"> <li>• Hair manageability</li> </ul>
<b>Silsoft 253 emulsion</b>	Amodimethicone (and) C11-15 Pareth-7 (and) Laureth-9 (and) Glycerin (and) Trideceth-12	2% to 5%	<ul style="list-style-type: none"> <li>• Fiber alignment</li> <li>• Faster drying</li> </ul>
<b>Silsoft Q PMF emulsion</b>	Silicone Quaternium-18 (and) Trideceth-6 (and) Trideceth-12	1% to 5%	<ul style="list-style-type: none"> <li>• Increased volume</li> <li>• Repair without buildup</li> </ul>
<b>Silsoft Silk PMF emulsion</b>	Silicone Quaternium-18 (and) Trideceth-6 (and) Deceth-7 (and) Cocamidopropyl Betaine (and) Dipropylene Glycol	1% to 3%	<ul style="list-style-type: none"> <li>• Repair without buildup</li> <li>• Natural curl definition</li> </ul>

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



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<b>FLUIDS</b>			
<b>SilForm* INX fluid</b>	Bis-Carboxydecyl Dimethicone	1% to 2%	<ul style="list-style-type: none"> <li>• Fragrance retention</li> </ul>
<b>Silsoft* 1215 fluid†</b>	Cyclopentasiloxane (and) Dimethiconol	1% to 70%	<ul style="list-style-type: none"> <li>• Reduced volume</li> </ul>
<b>Silsoft A+ fluid†</b>	PEG-40/PPG-8 Methylaminopropyl/ Hydroxypropyl Dimethicone Copolymer	1% to 3%	<ul style="list-style-type: none"> <li>• Moisturization</li> </ul>
<b>Silsoft A-843 fluid†</b>	Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone	1% to 3%	<ul style="list-style-type: none"> <li>• Pretreatment and post conditioning of dying process</li> </ul>
<b>Silsoft AX fluid</b>	Bis-Cetearyl Amodimethicone	0.5% to 2%	<ul style="list-style-type: none"> <li>• Color retention</li> <li>• Thermal protection</li> </ul>
<b>Silsoft B-3020 fluid</b>	Isododecane (and) Dimethicone (Proposed)	1% to 70%	<ul style="list-style-type: none"> <li>• Reduced volume</li> <li>• D5-free</li> </ul>
<b>Silsoft ETS fluid</b>	Ethyl Trisiloxane	1% to 90%	<ul style="list-style-type: none"> <li>• Faster drying (volatile solvent)</li> </ul>
<b>Silsoft Spread MAX fluid</b>	Methoxy PEG-8 Dimethylsilylethyl Trimethylsilane (and) Trideceth-5 (and) Meroxapol 172	0.1% to 1%	<ul style="list-style-type: none"> <li>• Spreading</li> <li>• Intensifies color and dye</li> </ul>
<b>SilShine* 151 fluid</b>	Phenylpropyldimethylsiloxysilicate	0.3% to 1%	<ul style="list-style-type: none"> <li>• Durable high shine</li> </ul>
<b>SF1708 fluid</b>	Amodimethicone	0.2% to 1%	<ul style="list-style-type: none"> <li>• Fiber alignment</li> <li>• Faster drying</li> </ul>
<b>SF1550 fluid</b>	Phenyl Trimethicone	1% to 5%	<ul style="list-style-type: none"> <li>• Immediate shine</li> </ul>

† Low cyclic version also available

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