SILFORM[™] HYDROFLEX EMULSION





Create Hair Styling Aids That Leave Hair Touchably Soft and Perfectly Styled, Instead of Crispy, Crunchy and Weighed Down

Creating mousses, styling creams, gels or sprays for hair that leave a soft, flexible hold is now easier than ever with SilForm HydroFlex emulsion.

Upon drying, this silicone-organic hybrid emulsion leaves an elastic film that can provide flexible, natural and soft hold to the hair. This ingredient has excellent mechanical strength and elasticity and its film properties make it possible to formulate hair styling products that deliver natural hold and curl definition with a unique soft feel.

INCI: Polyacrylate-56

KEY FEATURES & TYPICAL BENEFITS

FILM FEATURES

Mechanical strength Elastic/flexible Water resistant Compatible with water-based formulations Ease of use

APPLICATION BENEFITS

Flexible and natural hold

Soft feel

Compatible with most anionic and nonionic ingredients typically found in pump sprays, hair gels and mousses

Curl memory and curl definition

CURL DEFINITION

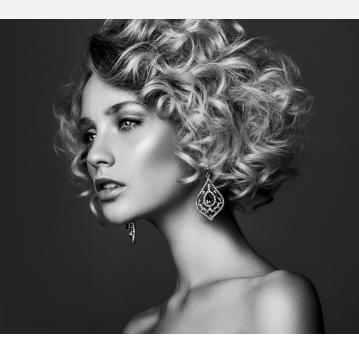
SilForm HydroFlex emulsion can help to achieve long-lasting curl definition when used in styling applications such as spray.

AQUA SPRAY FOR CURL DEFINITION METHOD:

The hair tresses (bleached wavy hair, 5 g, 20 cm) were washed for 1 minute with 10% SLES solution and then rinsed for 1 minute. The water was squeezed out.

The aqua spray was applied (~ 0.5 g) to tresses.

See other side for test results.



Performance Data

CURL DEFINITION (CONTINUED)

TEST ONE

The hair tresses were air dried for 12 hours and put in the climatic chamber (90% HR, 25 °C).

TEST TWO

The tresses were applied onto a hair curler and were air dried for 12 hours, then put in the climatic chamber (90% HR, 25 °C).

As illustrated in pictures for both the tests, even after subjecting hair tresses to 90% RH for 1 hour, well-defined curl was observed as compared to formulation without SilForm HydroFlex emulsion. Thus, providing enhanced curl definition benefits to hair care formulations.

FILM ELASTICITY FOR UNIQUE HAIR TEXTURE

SilForm HydroFlex emulsion can provide film elasticity for unique hair texture.

To study curl memory, 15 mg of SilForm HydroFlex emulsion was applied to dark brown hair tress (1.5 gm, 25 cm). Hair tresses were mounted on curler and allowed to air dry for 12 hours. Hair tresses were then removed from curler and inserted in climatic chamber (90% RH and 25 °C). Pictures of tresses before and after 5 hours in climatic chamber were recorded to study the curl retention. The tresses were then combed 10 times after removing them from climatic chamber to study the curl the memory. Performance of SilForm HydroFlex emulsion was compared with PVP/VA, a water-soluble polymer.

As illustrated, SilForm HyFlex emulsion can provide soft hold and excellent curl memory even after exposing hair to high humidity for an extended time period.

AFTER REMOVING TRESSES FROM CURLER

SilForm HydroFlex

TEST ONE

SilForm HydroFlex

TEST TWO

emulsion

emulsion

Control

BEFORE

Control

BEFORE



SilForm HydroFlex

SilForm HydroFlex

emulsion

emulsion

Control

Control

AFTER 1 HOUR

90% HR, 25 °C

AFTER 1 HOUR

90% HR, 25 °C

AFTER 5 HRS. AT 25 °C AND 90% RH



AFTER COMBING 10 TIMES



Note: Test results. Actual results may vary. BEFORE PURCHASING OR USING ANY MOMENTIVE PRODUCTS, PLEASE VISIT WWW.MOMENTIVE.COM/SALESDISCLAIMER TO VIEW OUR FULL PRODUCT AND SALES DISCLAIMER. The use of the "TM" statement designates registered or unregistered trademarks of Momentive Performance Materials Inc. or its affiliated companies. Momentive and the Momentive logo are trademarks of Momentive Performance Materials Inc.



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