

Silsoft* AX-E PMF
Conditioning Agent
**THERMAL HAIR STRAIGHTENING
CREATES SHINY,
HEALTHY LOOKING HAIR**
SMOOTHING AND
THERMAL PROTECTION



INCI Name: Bis-Cetearyl Amodimethicone (and) Ceteareth-7 (and) Ceteareth-25

Steering clear of harsher chemical straightening, many stylists and consumers are now straightening hair thermally with flat irons. To keep pace with this trend, Silsoft AX-E PMF conditioning agent can help styling products protect the cuticle, while delivering thermal protection, smoothness, shine, softness and manageability to dry hair – all without parabens.

Key Features and Typical Benefits

Conditioning Agent Properties Application Benefits

- Ease of formulation
- Very good thermal stability
- Paraben-free formulation
- Good deposition in conditioning shampoo
- Thermal protection
- Exceptional conditioning and manageability – excellent for creating a straight, sleek look
- Excellent smoothness without sticky or greasy feel
- Shine without greasiness
- Color retention
- Hair strengthening
- Increased moisture retention
- Reduced coefficient of friction

We Can Take the Heat

Daily styling practices can cause extensive damage to the cuticle, causing it to crack, buckle and lift. A damaged cuticle causes hair to look dull, lifeless and frizzy. Silsoft AX-E PMF conditioning agent works in a formulation to form a protective barrier on damp hair to help impart a smooth, shiny finish. While various organic oils – esters, petroleum, triglycerides – typically decompose at lower temperatures, Silsoft AX-E conditioning agent remains relatively stable at temperatures exceeding 400 °C.

Severe Thermal Straightening on Damp Hair

Silsoft AX-E PMF conditioning agent enables a cuticle-protection layer with exceptional conditioning and manageability to help create straight, sleek looks. In order to distinguish between thermal protection ingredients, heat was applied to damp hair with a flat iron until dry.



Note: Test results. Actual results may vary.

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Potential Applications

Hair Care

- Thermal protection products
- Hair smoothing products
 - Leave-in conditioners
 - Shampoos
 - Rinse-off conditioners
 - Serum
- Shine sprays
- Ethnic hair care
- Products for color protection

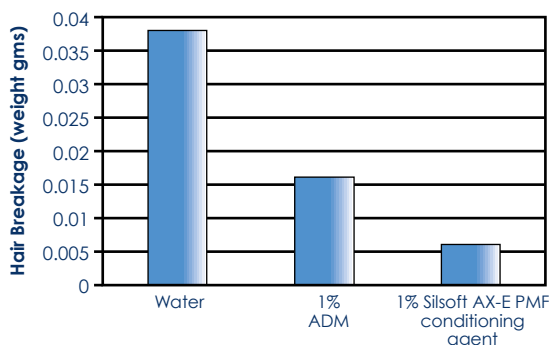
Other

- Body washes
- Liquid hand soaps
- Bar soaps



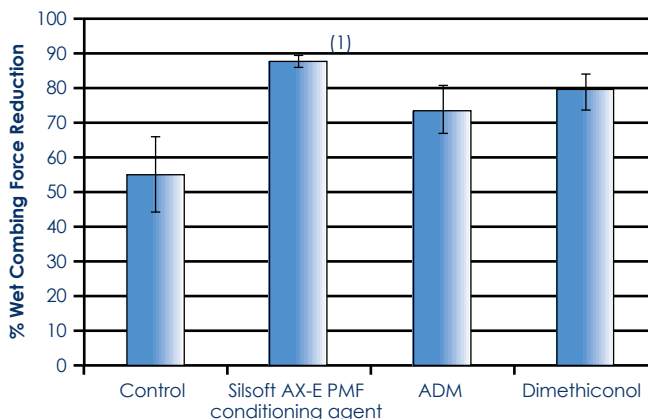
Hair Breakage

Simple brushing and combing can cause significant breakage of damaged hair. Used prior to heat styling, Silsoft AX-E PMF conditioning agent helped protect the hair from heat damage and reduce the force required to comb the hair.



Note: Test data. Actual results may vary.

Wet Combing



ADM = amodimethicone

(1) Statistically better than ADM (p -value<0.05)

Note: Test data. Actual results may vary.

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inventing possibilities

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