Silsoft* AX-E PMF Conditioning Agent

THERMAL HAIR STRAIGHTENING
CREASES 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**
- Ease of formulation
- Very good thermal stability
- Paraben-free formulation
- Good deposition in conditioning shampoo

**Application Benefits**
- 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.
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.

![Hair Breakage Graph](image)

Wet Combing

![Wet Combing Graph](image)

Note: Test data. Actual results may vary.

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