

DURABLE, LONG-LASTING HAIR STRAIGHTENING

Imagine curly hair becoming straighter for a longer period of time with straightening benefits lasting through several washes. Silsoft CLX-E conditioning agent can help formulators achieve the thermal relaxation needed to make this possible.



The unique composition of Silsoft CLX-E conditioning agent can help to maintain the straightening and anti-frizz effects of flat ironing through several washes. It also helps restore hair to a more youthful state, reduces combing force, controls frizz and provides excellent conditioning. Silsoft CLX-E conditioning agent is an excellent candidate to consider for thermal hair straightening/ curling products as well as a variety of other haircare products.



Silsoft CLX-E conditioning agent for hair straightening.



Air dried tresses

Criteria		Measurement
Straighten Anti-frizz	✓	Imaging
Curl reduction	✓	Imaging
Hair feels smoother	✓	Panel
Healthier look	✓	Panel
Improve manageability	✓	Combing Force
Damage repair	✓	Hydrophobicity
Lasting results	✓	At least 10 washes



Key benefits for Silsoft CLX-E conditioning agent:

- Heat activated to help keep hair straighter, longer
- Provides durable effects that last through several washes
- Protects hair from heat
- Effective at low dosage levels
- Offers superior conditioning
- Dispersible in water without the need for additional surfactants

Damaged hair tested with Silsoft CLX-E conditioning agent showed drastic improvements in curl reduction and frizz control after 10 washes.



Improvement of silicone containing aqueous treatment after 10 shampoos.

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