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.

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.

Silsoft CLX-E conditioning agent for hair straightening.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Straighten Anti-frizz</td>
<td>Imaging</td>
</tr>
<tr>
<td>Curl reduction</td>
<td>Imaging</td>
</tr>
<tr>
<td>Hair feels smoother</td>
<td>Panel</td>
</tr>
<tr>
<td>Healthier look</td>
<td>Panel</td>
</tr>
<tr>
<td>Improve manageability</td>
<td>Combing Force</td>
</tr>
<tr>
<td>Damage repair</td>
<td>Hydrophobicity</td>
</tr>
<tr>
<td>Lasting results</td>
<td>At least 10 washes</td>
</tr>
</tbody>
</table>

BEFORE IRON

AFTER IRON WITH Silsoft CLX-E conditioning agent and 10 washes

Air dried tresses
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.

Customer Service Centers Worldwide Hotline:
+1 614 986 2495 / T +1 800 295 2392
Email: 4information@momentive.com

North America
Silicones - Fluids
T +1 800 523 5862 / +1 800 334 4674
F +1 304 746 1623
Consumer Se
talts
T +1 877 943 7325 F +1 304 746 1654

Latin America
South America
T +55 11 4534 9650 F +55 11 4534 9660
Mexico and Central America
T +55 22 2169 7679 F +55 22 2169 7699
Europe, Middle East, Africa and India
T +00 800 4321 1000 / +40 21 3111848

Pacific
China T +800 820 0202 / +86 21 3860 4892
Japan T +0120 975 400 F +81 276 31 6259
Korea T +82 2 6201 4600 F +82 2 6201 4601
Malaysia T +60 3 9206 1555 F +60 3 9206 1533
Thailand T +66 2207 3456 F +66 2207 3488

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