

Cross-linkable Silicone for Durable Hair Restoration

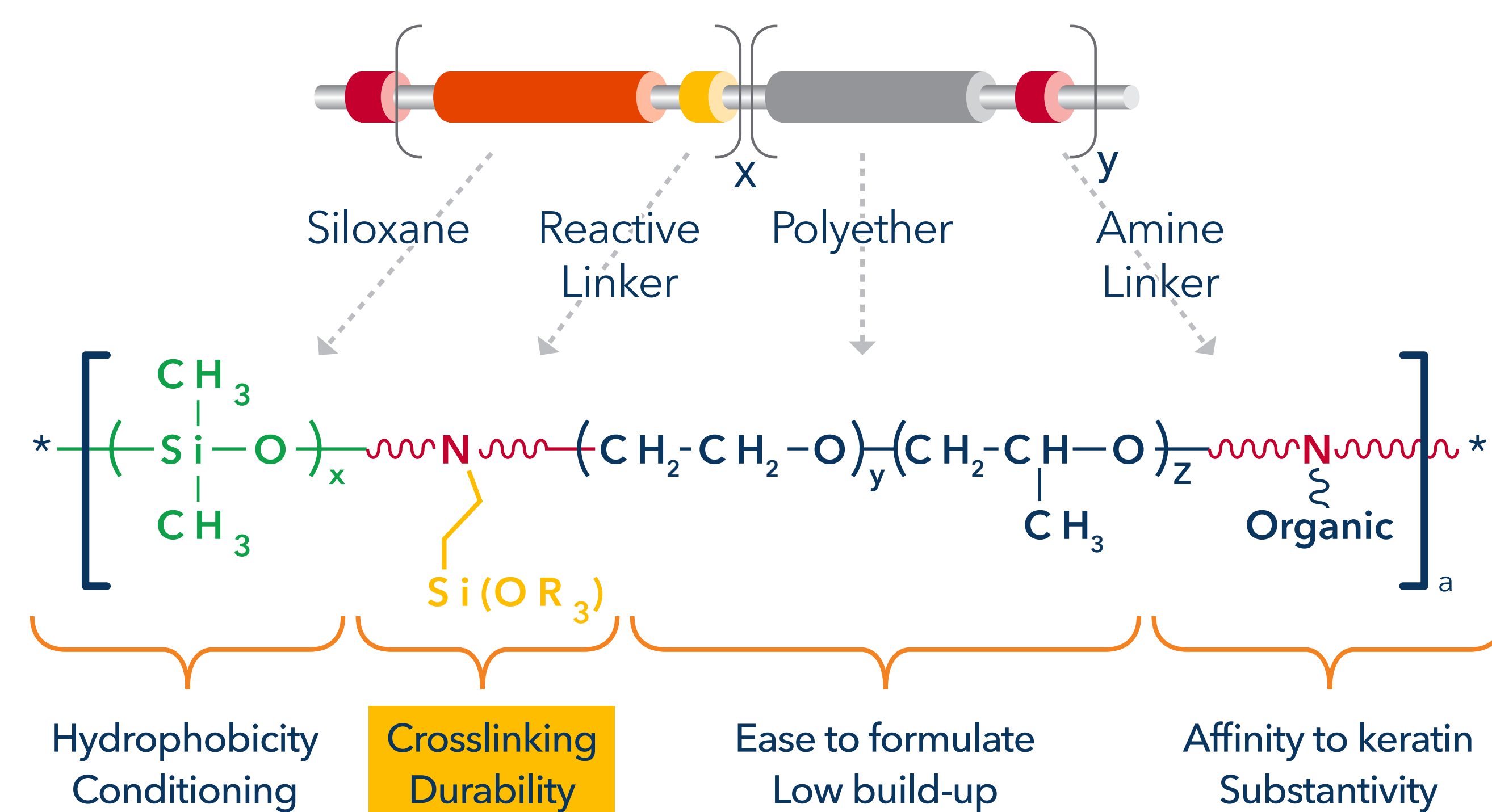
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Introduction:

When hair is exposed to everyday aggressors, such as sunlight, pollution, chemical treatments or excessive heat, the bio-structural components of the hair fiber are broken down, potentially causing hair to become coarse, brittle and more vulnerable to split end formation.

Momentive Performance Materials introduces Silsoft® CLX-E conditioning agent to help protect hair from these everyday aggressors and restore damaged hair to a healthy, more youthful state.

Chemistry of Silsoft CLX-E Conditioning Agent:



Silsoft CLX-E conditioning agent has the ability to crosslink with itself to form a durable network on the hair. This helps provide protection and repair properties to hair that can last through several washes.

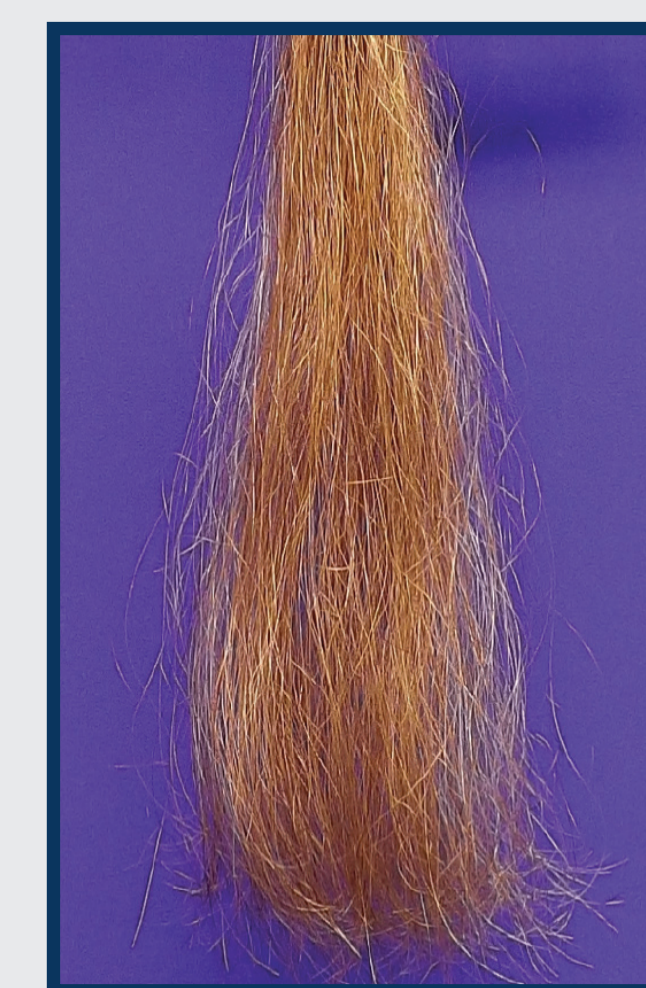
Key Features and Typical Benefits:

- Durable straightening aid
- Hydrophobicity restoration
- Durable conditioning
- Anti-frizz effect
- Thermal protection

Reduce Frizz



Untreated

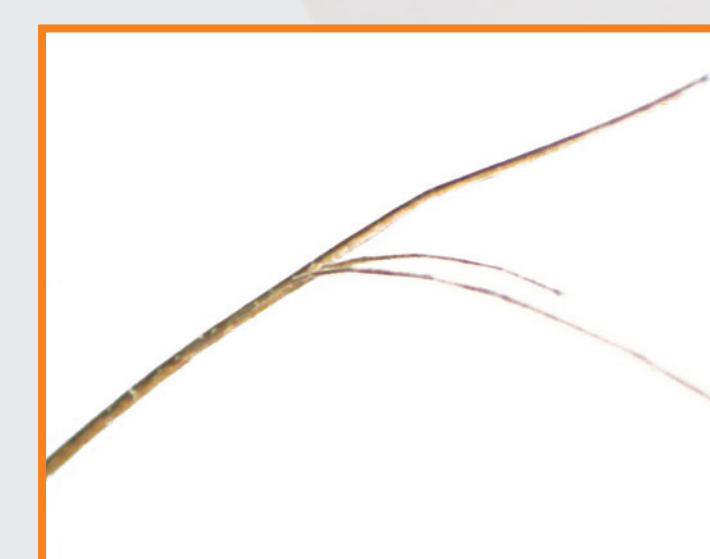


Silsoft CLX-E conditioning agent

Even after 10 washes, flat iron straightened hair treated with Silsoft CLX-E conditioning agent maintained a 52% curl reduction over the control.

Ironing – 234° C plate
Storage – 90% RH chamber for 1 hour

Repair Split Ends and Cuticle Damage

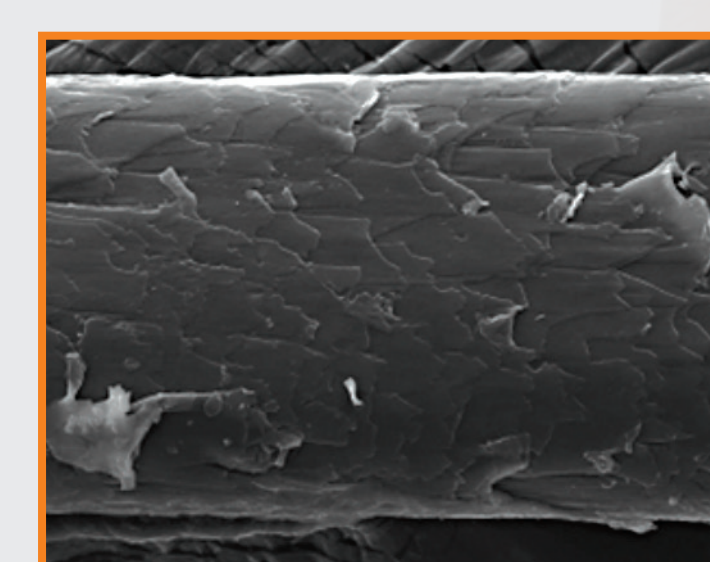


Double bleached platinum blonde hair

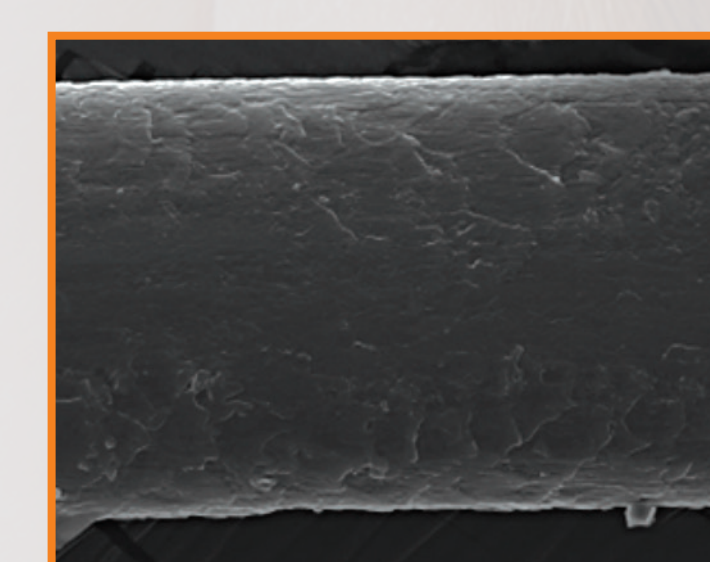


Same hair treated with Silsoft CLX-E conditioning agent

Silsoft CLX-E conditioning agent can repair split ends through capillary forces and retain split ends via adhesive forces.



Control



Silsoft CLX-E conditioning agent

The repair of the hair cuticle can be achieved through a durable coating that protects the cuticle from excessive heat.

Restore Hydrophobicity



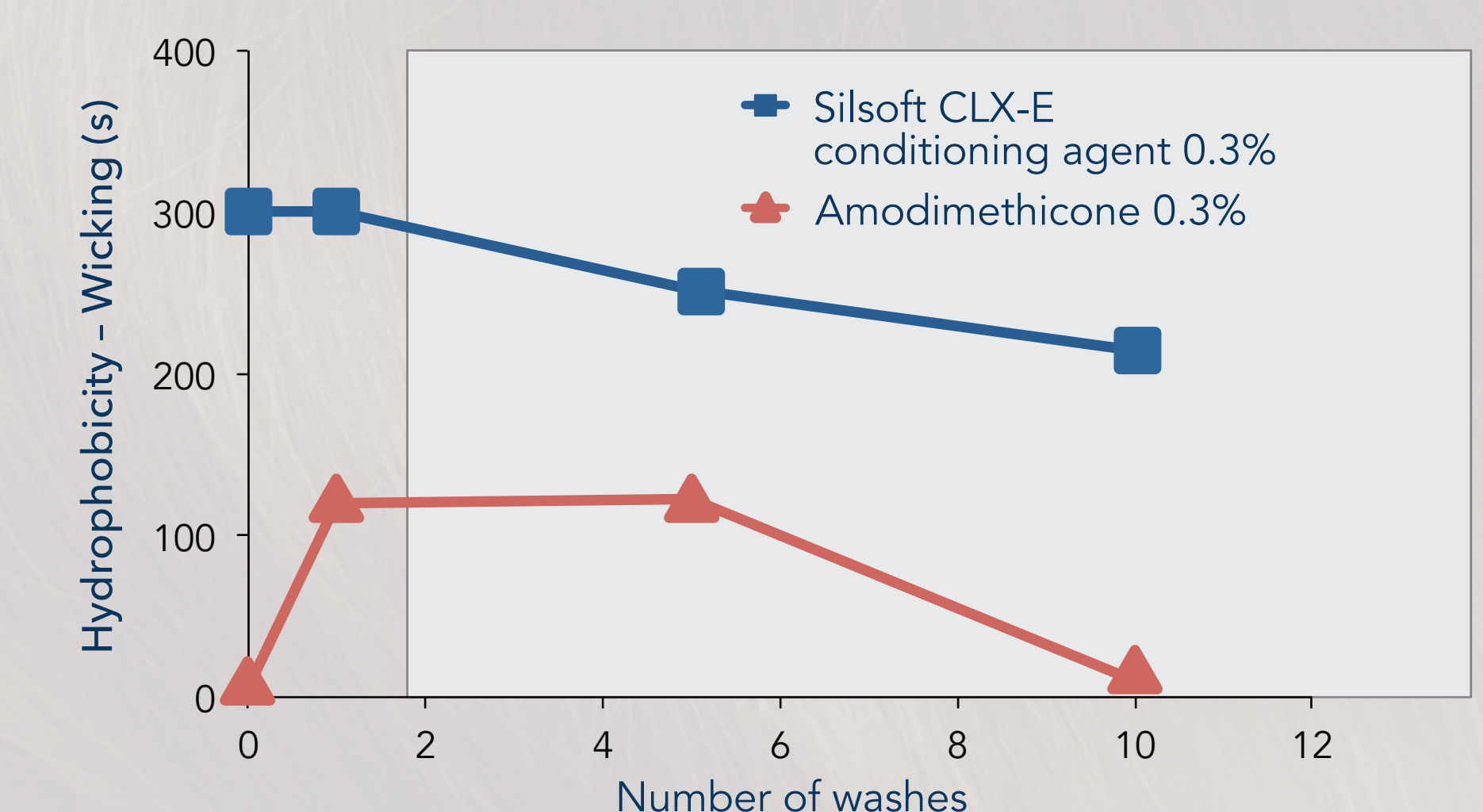
Virgin Hair



Damaged Hair



Treated with Silsoft CLX-E conditioning agent



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Note: Test data. Actual results may vary.