



Consumer Solutions

DOWSIL™ CE-1874 Microemulsion for Hair Repair, Color Protection and Volume

Create Shampoos That Do More

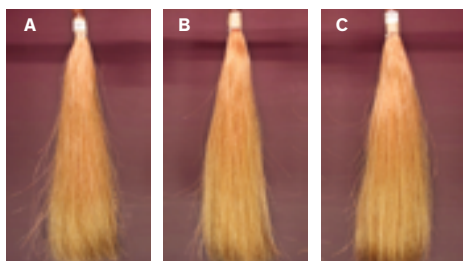
DOWSIL™ CE-1874 Microemulsion can help you formulate shampoos that:

- Enhance volume
- Repair damaged hair
- Protect color
- Increase shine
- Reduce combing force
- Improve sensory feel

INCI Name: PEG-7 Dimethicone (and) Laureth-7 (and) Polysorbate 20

Maintain Fullness, Healthy Look and Feel, Even with Daily Use

After 20 washes with a standard shampoo containing DOWSIL™ CE-1874 Microemulsion at 2% active silicone, hair retained its fullness. It also had a healthier look and feel and it was easier to comb than hair washed with the control shampoo.



A. Control (no silicone)

B. Baseline (not washed)

C. DOWSIL™ CE-1874 Microemulsion



Adding Value to Life

Why Compromise When You Can Have It All?

Consumers of every age want young-looking hair – full-bodied hair with a healthy shine and silky-soft feel.

With DOWSIL™ CE-1874 Microemulsion, you can formulate standard, sulfate-free and clear shampoos that deliver a unique

combination of repair and protection benefits – without sacrificing hair volume.

You also can use it to create clear, moisturizing leave-in conditioners.

DOWSIL™ CE-1874 Microemulsion is a clear, water-dispersible liquid that can help you increase the fullness of thin, tired-looking hair; repair dull, dry hair; and protect the vibrancy of color-treated hair. It also can reduce combing force and enhance hair shine and feel – all with a feather-light touch.

Suitable for use on many hair types, DOWSIL™ CE-1874 Microemulsion offers exciting new opportunities to help create hair care products that meet consumer needs and set your brand apart from the competition. Plus, it complies with regulations for cosmetic use in China.





Test Results Demonstrate the Potential

All performance testing was conducted using DOWSIL™ CE-1874 Microemulsion at 2% active silicone in sulfate-free shampoo.

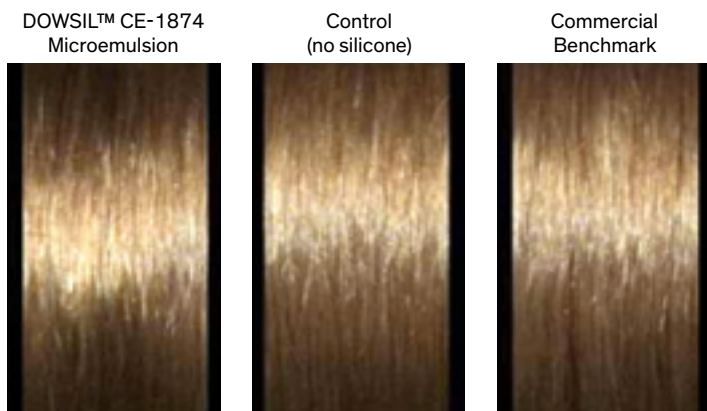
Enhance Volume and Hair Feel¹

Hair Attribute	Sulfate-free shampoo containing DOWSIL™ CE-1874 Microemulsion vs. Control (no silicone)	
	Dry	Wet
Light Feel	+	+
Hair Body	+	
Volume	+	
Hold	+	
Slipperiness	+	+
Smoothness	+	+

¹Half-head test with five subjects and rated by a professional stylist.
+ = significant increase vs. the control.

Confidence Level:		99.9%		95%
		99%		No Difference

Increase Hair Shine²



²Tested in a sulfate-free shampoo formulation on slightly bleached blonde hair; measured using a light-scattering image analysis system.

Repair Damaged Hair

Healthy hair is naturally hydrophobic. But chemical dyes can damage the hair surface, leaving it dull, dry and hydrophilic.

Without Silicone – No Repair



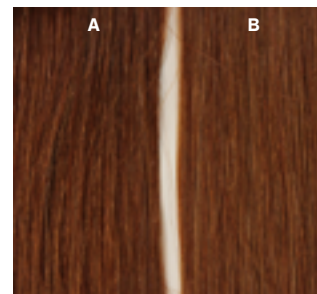
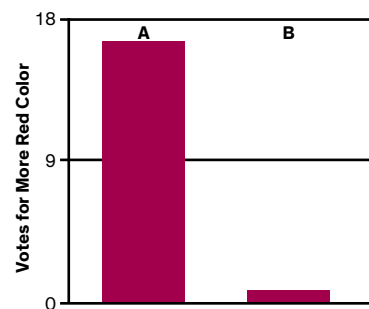
After one wash with sulfate-free shampoo without silicone, water spreads, indicating no change in hydrophilicity.

With Silicone – Repair



After only one wash with sulfate-free shampoo containing DOWSIL™ CE-1874 Microemulsion at 2% active silicone, water beads, indicating the hair has been restored to a healthy hydrophobic state.

Protect and Maintain Hair Color³



A. With DOWSIL™ CE-1874 Microemulsion

B. Commercial Benchmark claiming color protection

³Sensory panel evaluation of colored hair tresses after 16 washes.

How Can We Help You Today?

When you need industry-leading innovation, Dow can help. DOWSIL™ solutions are dedicated to meeting your needs for specialty materials, collaborative problem-solving and innovation support. Learn how we can help you bring beauty with impact to your products at consumer.dow.com or contact your local Dow sales representative.

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