DOWSIL™ CE-7080 Smart Style

FEATURES & BENEFITS
- Nonionic emulsion
- Water based
- Easy to formulate into hair care products
- Curl retention
- Curl definition
- Curl memory
- Flexible hold
- Smooth feel
- Minimal residue feel
- Frizz control
- Hair repair
- Wet and dry combing
- Color protection

APPLICATIONS
- Leave-in conditioners
- Styling products; Mousses, Gels, Creams and Sprays
- Rinse-off conditioners

TYPICAL PROPERTIES
Specification Writers: These values are not intended for use in preparing specifications.

<table>
<thead>
<tr>
<th>CTM*</th>
<th>Property</th>
<th>Unit</th>
<th>Result</th>
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</thead>
<tbody>
<tr>
<td>0176B</td>
<td>Appearance</td>
<td>Water-thin translucent liquid</td>
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<tr>
<td></td>
<td>Silicone level</td>
<td>%</td>
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<td></td>
<td>Emulsifier type</td>
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<td>0044A</td>
<td>Specific gravity</td>
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*CTM: Corporate Test Method, copies of CTM’s are available on request.

DESCRIPTION
DOWSIL™ CE-7080 Smart Style has a unique cross linked structure and amino functionality that provides conditioning and styling. It has been designed for leave-in conditioners and hair styling applications such as mousses, hair sprays, creams and gels. Provides excellent styling properties such as curl retention (Figure 1), curl memory and definition (Figure 2 and 3). It also provides conditioning benefits such as dry combing and smoothness (Figure 4). Additionally, it provides better flexible hold and minimal residue feel on hair.

HOW TO USE
DOWSIL CE-7080 Smart Style can be easily added to aqueous based formulations. Recommended use levels for styling products and rinse-off are 4–8% (1–2% silicone active). It is recommended to add the emulsion at the end of production, at temperatures below 40°C (104°F) with continuous mixing. This product is compatible with many common cosmetic ingredients. It is suggested to confirm compatibility with anionic thickeners and anionic surfactants. It is also important to formulate between pH of 3–12 in order to reduce the risk of breaking the emulsion.

COMPOSITION
- Silicone Amino Elastomer Emulsion

INCI Name: Silicone Quaternium-16/Glycidoxy Dimethicone Crosspolymer and Undeceth-11 and Undeceth-5
HANDLING PRECAUTIONS

PRODUCT SAFETY INFORMATION REQUIRED FOR SAFE USE IS NOT INCLUDED IN THIS DOCUMENT. BEFORE HANDLING, READ PRODUCT AND SAFETY DATA SHEETS AND CONTAINER LABELS FOR SAFE USE, PHYSICAL AND HEALTH HAZARD INFORMATION. THE SAFETY DATA SHEET IS AVAILABLE ON THE DOW WEBSITE AT WWW.CONSUMER.DOW.COM, OR FROM YOUR DOW SALES APPLICATION ENGINEER, OR DISTRIBUTOR, OR BY CALLING DOW CUSTOMER SERVICE.

Agitate product before use. Please use appropriate storage and handling procedures to prevent microbial contamination.

USABLE LIFE AND STORAGE

When stored between 3°C (38°F) and 40°C (104°F) in the original unopened containers, this product has a usable life of a minimum 18 months from the date of production.

PACKAGING INFORMATION

This product is available in 20 kg pails and 200 kg drums. Samples are available in 500 ml bottles.

LIMITATIONS

This product is neither tested nor represented as suitable for medical or pharmaceutical uses.

HEALTH AND ENVIRONMENTAL INFORMATION

To support customers in their product safety needs, Dow has an extensive Product Stewardship organization and a team of product safety and regulatory compliance specialists available in each area.

For further information, please see our website, www.consumer.dow.com or consult your local Dow representative.

LIMITED WARRANTY INFORMATION – PLEASE READ CAREFULLY

The information contained herein is offered in good faith and is believed to be accurate. However, because conditions and methods of use of our products are beyond our control, this information should not be used in substitution for customer’s tests to ensure that our products are safe, effective, and fully satisfactory for the intended end use. Suggestions of use shall not be taken as inducements to infringe any patent.

Dow’s sole warranty is that our products will meet the sales specifications in effect at the time of shipment.

Your exclusive remedy for breach of such warranty is limited to refund of purchase price or replacement of any product shown to be other than as warranted.

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DOW DISCLAIMS LIABILITY FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES.

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**Figure 1: Curl Retention**

% Curl Retention (Leave-In Conditioner)  
5 Hours at 70% Humidity

2% active silicone level of DOWSIL CE-7080 Smart Style outperformed 2% active of Acrylate Copolymer and Control, at 95% confidence.

**Figure 2: Curl Memory**

DOWSIL CE-7080 Smart Style provided better curl memory or spring back than an Acrylate Copolymer, a commercial benchmark (containing styling polymers and an amino silicone), and a control when used at 2% active, at 95% confidence.
After 5 hours at 70% humidity, 2% active silicone level of DOWSIL CE-7080 Smart Style tresses treated with a leave-in conditioner were more defined than a control, 2% active of Acrylate Copolymer, at 99% confidence, and commercial benchmark, at 95% confidence.

DOWSIL CE-7080 Smart Style exhibited a smoother feel than an Acrylate Copolymer, at 90% confidence and control, at 95% confidence, when both used at 1% active in a mousse formulation.