

Dow Corning News

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Dow Corning Introduces *Dow Corning*[®] 3901 Liquid Satin Blend for Multi-benefit Leave-in Hair Products at 2016 NYSCC Suppliers' Day

Edison, N.J. – Dow Corning, a global leader in silicones, silicon-based technology and innovation, introduced here today at the New York Society of Cosmetic Chemists (NYSCC) Suppliers' Day show (Booth #1021) new *Dow Corning*[®] 3901 Liquid Satin Blend for leave-in hair care formulations. Initially launched for skin care applications, this novel solution addresses consumer demands for hair care products offering a full spectrum of benefits – exceptional curl retention, satiny smoothness, shine, stylability, enhanced dry combing and frizz and static control – to help formulators differentiate their leave-in products. Further, *Dow Corning* 3901 Liquid Satin Blend's unique, stringy rheology/texture and intense lubricity provide a distinctive sensory experience for users.

Dow Corning is displaying at its booth a Luxe Leave-in Kit that contains sample formulations utilizing this new blend, including an anhydrous serum, water-in-oil cream, water-in-silicone cream, oil and water phased spray and oil-in-water soft wax, to demonstrate its performance in different systems.

“The award-winning *Dow Corning* 3901 Liquid Satin Blend offers intense lubricity and a novel texture, and it is perfect for creating new solutions to meet consumer demands for efficacy, multifunction and a fun and luxurious experience,” said Feifei Lin, North America Hair Care Market Leader for Dow Corning. “Our Luxe Leave-in Kit not only showcases the versatility and unique textures that *Dow Corning* 3901 Liquid Satin Blend enables, but also demonstrates its performance through application testing.”

Measurable Benefits

Testing showcases the measurable advantages of *Dow Corning* 3901 Liquid Satin Blend for leave-in hair care formulations:

- **Curl retention:** An anhydrous serum containing *Dow Corning* 3901 Liquid Satin Blend retained curl up to 15 percent better than the control formulation without Liquid Satin Blend after 300 minutes, under conditions of 80 percent relative humidity at 25°C.
- **Reduced friction:** Several formulations containing *Dow Corning* 3901 Liquid Satin Blend reduced the coefficient of friction (COF) more effectively than a control styler without 3901 Liquid Satin Blend. Specifically, testing shows that the use of the blend lowered the COF of an anhydrous serum by 31 percent, an oil-in-water soft wax by 36 percent and an oil and water phased system by 57 percent.
- **Shine:** An oil-in-water soft wax made with *Dow Corning* 3901 Liquid Satin Blend delivered 57 percent greater shine than the control formulation without 3901 Liquid Satin Blend.

This unique, luxe and versatile ingredient can enable differentiated hair care products in the highly competitive and fast-growing leave-in market sector, which saw the launch of 5,000 products in 2015. ¹

Dow Corning 3901 Liquid Satin Blend is a Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer supplied as a clear, thick, stringy liquid. Formulators will benefit from the low recommended use level ranging from 3 to 20 percent.

NYSCC Suppliers' Day 2016 is held May 10-11 at the New Jersey Convention and Exhibition Center in Edison, New Jersey.

About Beauty and Personal Care

Dow Corning's specialty silicone solutions help customers bring beauty to life in new and exciting ways by enabling the development of products that are unique and memorable, with an impact consumers can see and feel. Recent innovations range from a unique silicone glycerol emulsifier that recently won the SEPAWA Innovation Award and was developed to meet the needs of modern consumers seeking multifunctional products such as BB and CC creams, high-SPF foundations – [Dow Corning® ES-5600 Silicone Glycerol Emulsifier](#) – to our first hydrophilic elastomer blend – [Dow Corning® EL-7040 Hydro Elastomer Blend](#) – that allows the development of color cosmetics, skin care and sun care formulations with a fresh, silky feel.

About Dow Corning

Dow Corning (dowcorning.com) provides performance-enhancing solutions to serve the diverse needs of more than 25,000 customers worldwide. A global leader in silicones, silicon-based technology and innovation, Dow Corning offers more than 7,000 products and services via the company's *Dow Corning*® and XIAMETER® brands. Dow Corning is equally owned by The Dow Chemical Company and Corning, Incorporated. More than half of Dow Corning's annual sales are outside the United States. Dow Corning's global operations adhere to the [American Chemistry Council's Responsible Care® initiative](#), a stringent set of standards designed to advance the safe and secure management of chemical products and processes.

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¹ Global launches of hair treatment products, Mintel GNPD 03/2016

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PHOTO: *Dow Corning*[®] 3901 Liquid Satin Blend for leave-in hair care formulations with a full spectrum of benefits.

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