



Personal Care Solutions

Hair Styling Product

Application Overview

When it comes to developing hair styling products that provide style and substance, Dow can help you meet and exceed your customers' expectations.

Developing creams, gels, mousses, pomades, sprays and other hair styling products that differentiate you from your competition is made easier with this product application guide. Use it to help select the conditioning polymer, hair styling polymer or rheology modifier ideal for your application.



Select the right product and technology for your application.

Conditioning Polymers	Product/INCI Name
Our range of conditioning polymers can help you meet all performance and cost targets, from light to intense conditioning and low-cost to luxury formulations for hair styling products.	SoftCAT™ SX 400 X Polymer (Polyquaternium-67)
	UCARE™ Polymer JR-30M (Polyquaternium-10)
	UCARE™ Polymer LK (Polyquaternium-10)
Hair Styling Polymers	Product/INCI Name
ACUDYNE™ Hair Styling Polymers provide outstanding hold, excellent humidity resistance, non flaking and natural feel to a variety of hair styling products.	ACUDYNE™ 1000 Hair Styling Polymer (Acrylates/Hydroxyesters Acrylates Copolymer)
	ACUDYNE™ 180 Hair Styling Polymer (Acrylates/Hydroxyesters Acrylates Copolymer)
	ACUDYNE™ DHR Hair Styling Polymer (Acrylates/Hydroxyesters Acrylates Copolymer)
	ACUDYNE™ LT-120 Hair Styling Polymer (Acrylates/C1-2 Succinates/Hydroxyacrylates Copolymer)
	ACUDYNE™ Shine Hair Styling Polymer (Styrene/Acrylates Copolymer)
Lubricity Aids	Product/INCI Name
POLYOX™ Water-Soluble Resins provide outstanding lubricity and slip for an enhanced sensory and styling experience.	POLYOX™ WSR 301 Water Soluble Resin (PEG-90M)
	POLYOX™ WSR N-80 Water Soluble Resin (PEG-5M)
	POLYOX™ WSR N-750 Water Soluble Resin (PEG-7M)
	POLYOX™ WSR N-3000 Water Soluble Resin (PEG-14M)
Rheology Modifiers, Thickeners and Texturizers	Product/INCI Name
Our broad portfolio of rheology modifiers and thickeners can help you enhance texture, provide suspension, adjust flow properties, and stabilize and thicken hair styling product formulations. We offer a variety of product chemistries to meet your needs, including acrylic-, cellulosic- and polyurethane-based technologies.	ACULYN™ 22 Rheology Modifier (Acrylates/Steareth-20 Methacrylate Copolymer)
	ACULYN™ 28 Rheology Modifier (Acrylates/Beheneth-25 Methacrylate Copolymer)
	ACULYN™ 33 Rheology Modifier (Acrylates Copolymer)
	ACULYN™ 38 Rheology Modifier (Acrylates/Vinyl Neodecanoate Crosspolymer)
	ACULYN™ 44 Rheology Modifier (PEG-150/Decyl Alcohol/SMDI Copolymer)
	ACULYN™ 46N Rheology Modifier (PEG-150/Stearyl Alcohol/SMDI Copolymer)
	ACULYN™ 88 Rheology Modifier (Acrylates/Steareth-20 Methacrylate Crosspolymer)
	METHOCEL™ 40-0100 Cellulose Ether (Hydroxypropyl Methylcellulose)
	METHOCEL™ 40-0101 Cellulose Ether (Hydroxypropyl Methylcellulose)
	METHOCEL™ 40-0202 Cellulose Ether (Hydroxypropyl Methylcellulose)

Curl Activators	Hair Creams	Hair Gels, Clear	Hair Relaxers, Perms	Hairspray, Aerosol / Pump	Mousse, Aerosol / Non-aerosol	Pomades, Glazes	Setting Lotions	Spray Gels

	
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Form Number: 324-00368-0215 CDP
Published February 2015