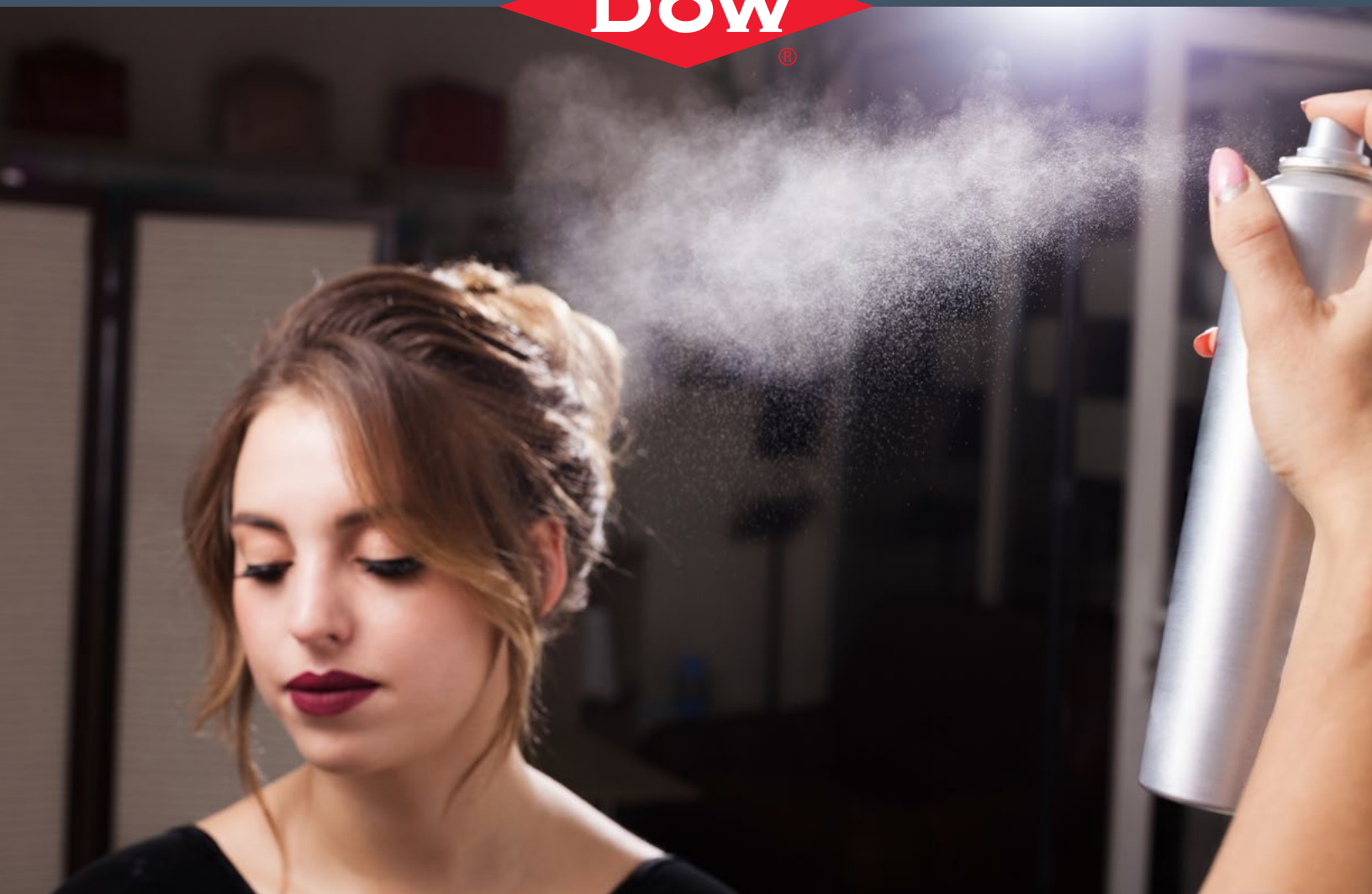


# Hair styling product

## 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.		Curl activators	Hair creams	Hair gels, Clear	Hair relaxers, Perms	Hairspray, Aerosol / Pump	Mousse, Aerosol / Non-aerosol	Pomades, Glazes	Setting lotions	Spray gels	
<b>Conditioning polymers</b>		<b>Product/INCI name</b>									
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.	<b>SoftCAT™ SX 400 X Polymer</b> (Polyquaternium-67)										
	<b>UCARE™ Polymer JR-30M</b> (Polyquaternium-10)										
	<b>UCARE™ Polymer LK</b> (Polyquaternium-10)										
<b>Hair styling polymers</b>		<b>Product/INCI name</b>									
ACUDYNE™ Hair Styling Polymers provide outstanding hold, excellent humidity resistance, non flaking and natural feel to a variety of hair styling products.	<b>ACUDYNE™ 1000 Hair Styling Polymer</b> (Acrylates/Hydroxyesters Acrylates Copolymer)										
	<b>ACUDYNE™ 180 Hair Styling Polymer</b> (Acrylates/Hydroxyesters Acrylates Copolymer)										
	<b>ACUDYNE™ DHR Hair Styling Polymer</b> (Acrylates/Hydroxyesters Acrylates Copolymer)										
	<b>ACUDYNE™ LT-120 Hair Styling Polymer</b> (Acrylates/C1-2 Succinates/Hydroxyacrylates Copolymer)										
	<b>ACUDYNE™ Shine Hair Styling Polymer</b> (Styrene/Acrylates Copolymer)										
<b>Lubricity aids</b>		<b>Product/INCI name</b>									
FOAMYSENSE™ Polymers provide outstanding lubricity and slip for an enhanced sensory and styling experience.	<b>FOAMYSENSE™ 301 Polymer</b> (PEG-90M)										
	<b>FOAMYSENSE™ N80 Polymer</b> (PEG-5M)										
	<b>FOAMYSENSE™ N750 Polymer</b> (PEG-7M)										
	<b>FOAMYSENSE™ N3000 Polymer</b> (PEG-14M)										
<b>Rheology modifiers, thickeners and texturizers</b>		<b>Product/INCI name</b>									
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.	<b>ACULYN™ 22 Rheology Modifier</b> (Acrylates/Stearth-20 Methacrylate Copolymer)										
	<b>ACULYN™ 28 Rheology Modifier</b> (Acrylates/Beheneth-25 Methacrylate Copolymer)										
	<b>ACULYN™ 33 Rheology Modifier</b> (Acrylates Copolymer)										
	<b>ACULYN™ 38 Rheology Modifier</b> (Acrylates/Vinyl Neodecanoate Crosspolymer)										
	<b>ACULYN™ 44 Rheology Modifier</b> (PEG-150/Decyl Alcohol/SMDI Copolymer)										
	<b>ACULYN™ 46N Rheology Modifier</b> (PEG-150/Stearyl Alcohol/SMDI Copolymer)										
	<b>ACULYN™ 88 Rheology Modifier</b> (Acrylates/Stearth-20 Methacrylate Crosspolymer)										
	<b>CELLOSIZETM Texture 40-0100 Hydroxypropyl Methylcellulose</b> (Hydroxypropyl Methylcellulose)										
	<b>CELLOSIZETM Texture 40-0101 Hydroxypropyl Methylcellulose</b> (Hydroxypropyl Methylcellulose)										
<b>CELLOSIZETM Texture 40-0202 Hydroxypropyl Methylcellulose</b> (Hydroxypropyl Methylcellulose)											

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