Dow Introduces EcoSmooth™ Conditioning Polymers at In-Cosmetics Asia

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Next-Generation Conditioning Polymer Technology for Hair

BANGKOK--(BUSINESS WIRE)--Dow Personal Care, a business unit of The Dow Chemical Company, today introduced EcoSmooth™ - a new family of conditioning polymers that provide outstanding benefits without the use of silicone in shampoos. Unveiled at In-Cosmetics Asia 2010 in Bangkok, Thailand, EcoSmooth Silk Conditioning Polymers offer an excellent blend of cost and performance benefits in formulations.

“EcoSmooth Conditioning Polymers are different – they represent a completely new approach to providing conditioning benefits in personal care products, and are a valuable tool in the formulator’s toolbox. The polymers are not cationic, which is the predominant conditioning technology today,” said Courtney Fretz, strategic marketing manager for hair care, Dow Personal Care.

Especially effective with Asian and European virgin (non-dyed) hair types, EcoSmooth Silk Conditioning Polymers have been proven externally to match silicone in wet and dry combing, as well as minimize hair breakage compared with silicone-containing shampoos. EcoSmooth Silk Conditioning Polymers do not use the traditional co-acervation mechanisms associated with cationic conditioners. They bind hydrophobically to the hair shaft and replace fatty acids stripped from the cuticle.

In a series of comparative performance tests, formulations containing EcoSmooth™ Silk Conditioning Polymers were shown to prevent product build-up on the hair, resulting in no volume-down effects, as compared to silicone-containing shampoos. “Build-up on hair is a common consumer concern,” said Fretz. “The performance benefits offered by EcoSmooth Silk Conditioning Polymers represent a distinct benefit to formulators looking to address the issue of build-up or foam stability as they develop new formulations.”

To learn more about this exciting new product, visit Dow Personal Care at stand B30 at In-Cosmetics Asia or visit www.ecosmoothsilk.com.

About Dow Personal Care

Dow Personal Care is a global manufacturer and marketer of performance ingredients for use in the personal care and cosmetics industries. Its technologies and products are used in end-use applications such as hair care, skin care and sun care, and enable enhanced conditioning, hair style hold, SPF protection and sensory appeal. Dow Personal Care is dedicated to providing solutions based on sustainable chemistry, and is able to leverage the technologies and capabilities of the Company to develop and refine solutions. For more information, please visit www.dowpersonalcare.com.

About The Dow Chemical Company

Dow combines the power of science and technology with the “Human Element” to passionately innovate what is essential to human progress. The Company connects chemistry and innovation with the principles of sustainability to help address many of the world’s most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow’s diversified industry-leading portfolio of specialty chemical, advanced materials, agrosciences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2009, Dow had annual sales of $45 billion and employed approximately 52,000 people worldwide. The Company’s more than 5,000 products are manufactured at 214 sites in 37 countries across the globe. References to “Dow” or the “Company” mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

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