



## Momentive Performance Materials Introduces New Hair Care Ingredient to Offer Potential for Improved Dry and Wet Conditioning Properties, Added Volume

Silsoft\* Care quaternary blend applies proprietary new technology for unique conditioning properties

WILTON, Conn. – May 15, 2007 — Momentive Performance Materials Inc. today introduced Silsoft\* Care “quat” blend, a new proprietary product with potential use in hair care products that deliver conditioning performance benefits while adding volume. This new blend is an excellent option to consider for leave-on formulations designed to deliver soft feel and manageability without weighing down hair. Silsoft Care blend is also an excellent candidate to consider as an ingredient of choice for these typical performance benefits in rinse-off conditioners.

Silsoft Care blend contains a proprietary silicone that provides a new choice to consider for delivering excellent conditioning properties to hair. A cyclic silicone acts as a volatile carrier, first spreading the silicone uniformly across the surface of hair, and then drying to leave a protective film. The new blend can help deliver greater volume than many other silicones commonly used in hair care products. The film also provides excellent wet and dry combing properties as well as outstanding sensory performance. Silsoft Care blend is being introduced globally.

“Hair care products that leave hair looking healthy, full of body and free of static are especially welcomed by consumers with fine hair,” said Beatriz Blanco, global marketing manager, Momentive Performance Materials. “The introduction of Silsoft Care blend helps us deliver on our performance promise to our customers and can help them deliver on their promise to consumers.”

Silsoft Care blend is a potential choice for many hair care applications including rinse-off and leave-in conditioners, hair serums, styling gels, pomades, and pre-treatments for coloring, bleaching and permanents. When applied through a hair serum, Silsoft Care may help to significantly reduce damage caused by mechanical or chemical treatments to hair.

To find out more about Silsoft Care blend and Momentive’s family of products that use the company’s proprietary technology, please call 800.295.2392 in North America (+607.786.8131 everywhere else) or visit [www.momentive.com](http://www.momentive.com).

### **About Momentive Performance Materials**

Momentive Performance Materials is a premier specialty materials company, providing high-technology materials solutions to the silicones, quartz and ceramics markets. The company is a global leader with worldwide operations, a robust product portfolio, industry-leading research and development capabilities, and a long tradition of service excellence. Momentive Performance Materials Inc. is owned by an affiliate of Apollo Management, L.P. Additional information is available at [www.momentive.com](http://www.momentive.com).

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