



## New Conditioning Agent To Be Launched At In-Cosmetics®

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Excellent candidate for clear shampoos and conditioning of coarse wavy and curly damaged hair

LEVERKUSEN, Germany, (March 12, 2014) – At In-Cosmetics® 2014 in Hamburg, Germany, April 1-3, Momentive Performance Materials Inc. will introduce Silsoft® Silk conditioning agent. With Silsoft Silk conditioning agent, a wavy/curly or coarse hair type that is damaged can look and feel beautiful; be easy to manage; and even maintain definition of curls without frizz. This new conditioning agent is easy to incorporate and can be formulated in clear shampoos. In addition, Silsoft Silk conditioning agent deposits efficiently on damaged hair without the need of a deposition aid, due to its high cationic charge density.

### Silky not greasy

When dry, the ingredient helps soften hair and leaves it shiny and silky rather than heavy, limp or greasy. When wet, Silsoft Silk conditioning agent helps make hair easy to detangle and comb. When compared to other commercially available conditioning agents in laboratory testing, Silsoft Silk conditioning agent helped provide a superior feel to damaged Asian, European and Latin hair.

### More punch in a concentrated product

As a 36 percent active non-yellowing micro-emulsion of a patented quaternized silicone terpolymer, Silsoft Silk typically provides excellent performance in a lesser quantity than other lower solids alternatives.

In addition to clear shampoos, Silsoft Silk conditioning agent may be considered for use in creating other clear, opaque or pearlescent products, such as the following:

- Conditioners: leave-on and rinse-off
- Serums
- Pre-treatments for hair dyeing
- Shine sprays
- Body washes
- Liquid hand soaps
- Bar soaps

Silsoft Silk conditioning agent is manufactured to be paraben- and MIT-free. For more information about Silsoft Silk conditioning agent, visit booth 4F40 at In-Cosmetics® or [Momentive.com](http://Momentive.com).

### About the Company

Momentive Performance Materials Inc. is a global leader in silicones and advanced materials, with a 70-year heritage of being first to market with performance applications for major industries that support and improve everyday life. The Company delivers science-based solutions by linking custom technology platforms to opportunities for customers. Momentive Performance Materials Inc. is an indirect wholly-owned subsidiary of Momentive Performance Materials Holdings LLC.

### About Momentive

Momentive Performance Materials Holdings LLC ("Momentive") is the ultimate parent company of Momentive Performance Materials Inc. and Momentive Specialty Chemicals Inc. Momentive is a global leader in specialty chemicals and materials, with a broad range of advanced specialty products that help industrial and consumer companies support and improve everyday life. Its technology portfolio delivers tailored solutions to meet the diverse needs of its customers around the world. Momentive was formed in October 2010 through the combination of entities that indirectly owned Momentive Performance Materials Inc. and Hexion Specialty Chemicals Inc. The capital structures and legal entity structures of both Momentive Performance Materials Inc. and Momentive Specialty Chemicals Inc. (formerly known as Hexion Specialty Chemicals, Inc.), and their respective subsidiaries and direct parent companies, remain separate. Momentive Performance Materials Inc. and Momentive Specialty Chemicals Inc. file separate financial and other reports with the Securities and Exchange Commission. Momentive is controlled by investment funds affiliated with Apollo Global Management, LLC. Additional information about Momentive and its products is available at [www.momentive.com](http://www.momentive.com).

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