

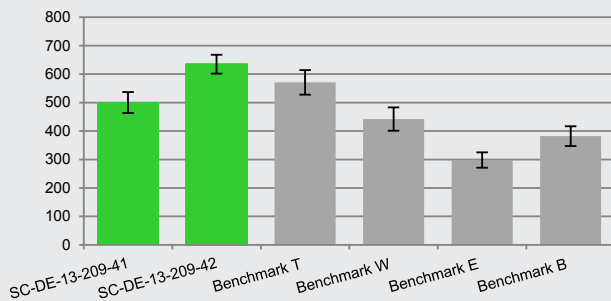
# Expertise Plus Newsletter

## Ultrahold® Power - the versatile styling polymer for all hairsprays and beyond - with the added benefit of shine !!!

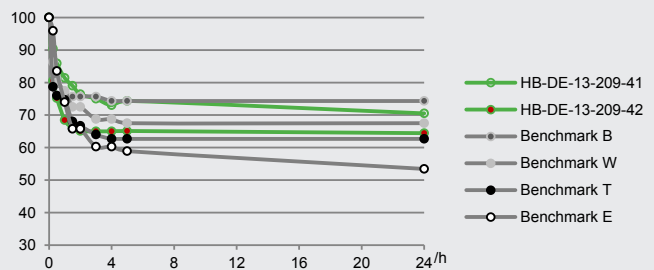
Focused on hairspray, the new setting polymer, Ultrahold® Power provides improved hold and ease of use. It is compatible with all propellants and can be used in products from VOC 55 to VOC 90. Ultrahold® Power can also be used in other styling products such as gels and creams to create dynamic hairstyles – for striking looks.

### Bending stiffness and curl retention compared with market hairsprays

**Stiffness** (21°C, 65°C rel. humidity)

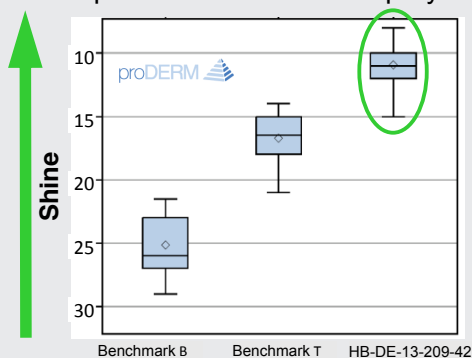


**Curl Retention after 24h** (25°C, 90% rel. humidity)



**Result: Better or equal performance compared to market standards**

### Shine performance - visual test compared with market hairsprays



**Result:  
Extraordinary  
shine performance  
in hairspray**

