

Product catalog

SEIWA KASEI

- For a Wide Variety Use of Cosmetic Ingredients -

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Promois series consists of peptides and its derivatives obtained by hydrolysis of various type of protein.

Promois is derived from natural resources and gentle to human and nature.

By hydrolysis of protein to optimize molecular weight to purposes, Promois has beneficial effects against both skin and hair such as moisture retention, protection and repairing effect.

Promois differs in properties and characteristics depending on the protein origin, molecular weight, and the types of chemical modification.



< Origin of Protein >

The various protein sources of Promois products are keratin and collagen, silk, casein (milk), conchiolin (pearl shells), and plant proteins (wheat, soy, pea, rice, sesame).

The balance of amino acid of protein substantially decides property and characteristic of each Promois.

< Molecular Weight >

Peptide shows its benefits such as adsorption, penetration, filming ability and moisture retention depending on its molecular weight.

Peptide with high molecular weight has filming ability to skin and hair surface and additionally moisturize them. Particularly, in hair care cosmetics, it gives body to fine hair and makes hair steady.

Peptide with small molecular weight is superior in adsorption and penetration to skin and hair, and it works as excellent moisturizing agent. Particularly, in hair care cosmetics, it specially functions to repair hair damages.

< Chemical Modification >

In addition to the normal peptides, the Promois series also include the peptide derivative series. The peptide derivative series is a range of raw materials with special properties brought about by chemically modifying the peptide to make it suitable for incorporation into cosmetics.

There are cationic (Q series), acylated (E series), ethyl esterified (A series), and silylated (SIG series) derivatives and each type has its own unique characteristics.

1) **Standard type**

Water solution of hydrolyzed protein (peptide). A wide choice is possible on its various molecular weight of peptide.

Powder type without preservative components is also available in this type.

2) **Cationized type**

A derivative bonded with a quaternary ammonium group at the N-terminal of the peptide.

For negatively (anionic) charged hair resulting from damage, the product will be absorbed effectively into the hair strand upon use and with its antistatic effect will make the hair soft and pliable.

It is suitable for incorporation into hair conditioners and hair treatment formulations.

3) **Acylated type**

A derivative bonded with an alkyl group at the N-terminal of the peptide.

It is a highly safe raw material for washing, foaming, solubilization, emulsification, and other surfactant functions.

It is suitable for incorporation into shampoos and facial wash

4) **Ethyl Esterified type**

A derivative where the C-terminal of the peptide was ethyl esterified.

Since it can be dissolved in alcohol, it can be added to special preparations such as spray formulations.

This is a one-of-a-kind unique raw material developed by SEIWA KASEI's own technology.

5) **Silylated type**

A derivative bonded with a silyl group at the N-terminal of the peptide, with a thermal reaction characteristic.

It protects and repairs hair, and improves its texture by a heat enhancing effect that results in the formation of a film on the hair in response to heat from hair dryers or hair ironing.

It is suitable for incorporation into hair treatment and hair styling products.

Keratin

Keratin is one of structural protein composing our stratum corneum, hair and nail. Specially it comprises 80% of human's hair. In terms of its amino acid composition, it has cystine which rarely seen in any other kinds of protein. In association with disulfide bond, it has very unique molecular structure that peptide is well cross-linked. Because of this structure, much functional end group such as amino groups and carboxyl groups exist within a single molecule. Consequently, high adsorption can be arose from Keratin. It gives hair strength and body.



Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois WK	Hydrolyzed Keratin (and) Water	Standard	25%	Butylene Glycol (3%) Methylparaben (0.15%) Propylparaben (0.01%)	400	Sheep wool
Promois WK-F			25%	Butylene Glycol (3%) Phenoxyethanol (1%)	400	
Promois WK-PD			25%	Pentylene Glycol (4%) Preservative FREE	400	
Promois WK-H			25%	Butylene Glycol (3%) Methylparaben (0.15%) Propylparaben (0.01%)	1000	
Promois WK-HF			25%	Butylene Glycol (3%) Phenoxyethanol (1%)	1000	
Promois WK-L			20%	Dipropylene Glycol (5%) Methylparaben (0.3%) Propylparabe (0.01%)	4000*	
Promois WK-LF			20%	Dipropylene Glycol (5%) Phenoxyethanol (1%)	4000*	
Promois WK-GB			20%	Dipropylene Glycol (5%) Methylparaben (0.3%) Propylparabe (0.01%)	10000*	
Promois WK-GBF			20%	Dipropylene Glycol (3%) Phenoxyethanol (1%)	10000*	
Promois KR-30			10%	Butylene Glycol (3%) Phenoxyethanol (1%)	30000*	
Promois WK-HSP	Hydrolyzed Keratin		100% powder	Preservative FREE	1000	
Promois WK-Q	Hydroxypropyltrimonium Hydrolyzed Keratin (and) Water	Cationized	25%	Butylene Glycol (1%) Methylparaben (0.15%) Propylparaben (0.01%)	600	
Promois WK-HQ			25%	Butylene Glycol (3%) Methylparaben (0.15%) Propylparaben (0.01%)	1200	
Promois WK-SAQ	Steardimonium Hydroxypropyl Hydrolyzed Keratin (and) Water		15%	Alcohol (6.5%) Preservative FREE	800	
Promois WK-HCAQ	Cocodimonium Hydroxypropyl Hydrolyzed Keratin (and) Water		30%	Butylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	1400	
Promois WK-HSIG	Hydrolyzed Keratin PG-Propyl Methylsilanediol (and) Water	Silylated	25%	Butylene Glycol (3%) Methylparaben (0.15%) Propylparaben (0.01%)	1200	
Promois WK-HSIGF			25%	Butylene Glycol (3%) Phenoxyethanol (1%)	1200	
Promois EKCP	Potassium Cocoyl Hydrolyzed Keratin (and) Water	Acylated	20%	Dipropylene Glycol (3%) Phenoxyethanol (1.5%)	400	
Promois EK-118(IN)	Isostearoyl Hydrolyzed Keratin (and) Isononyl Isononanoate		30%	Preservative FREE	400	

* Analyzed with the molecular weight determination method by size-exclusion chromatography.

Silk

Silk is a fiber made of two proteins, mainly fibroin but also sericin. Fibroin has a unique amino acid composition. Glycine, alanine and serine which have small molecular weights and simple chemical structures account for 90%. These amino acids are known to be arranged in β -sheets which greatly contributes to silk well-known shiny appearance and smoothness.



Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois S-720F	Hydrolyzed Silk (and) Water	Standard	20%	Butylene Glycol (3%) Phenoxyethanol (1%)	350	Silk
Promois SILK-1000			6.5%	Butylene Glycol (5%) Methylparaben (0.2%) Propylparaben (0.02%)	1000	
Promois SILK-1000F			6.5%	Butylene Glycol (5%) Phenoxyethanol (1%)	1000	
Promois SILK-700SP	Hydrolyzed Silk		100% powder	Preservative FREE	350	
Promois SILK-1000P			100% powder	Butylene Glycol (<5%) Methylparaben (0.3%) Propylparaben (0.03%)	1000	
Promois SERICIN-N	Sericin (or) Hydrolyzed Silk		100% powder	Preservative FREE	2000	
Promois SILK-1000Q	Hydroxypropyltrimonium Hydrolyzed Silk (and) Water	Cationized	6%	Butylene Glycol (2%) Methylparaben (0.2%) Propylparaben (0.02%)	1200	
Promois S-CAQ	Cocodimonium Hydroxypropyl Hydrolyzed Silk (and) Water		21%	Butylene Glycol (2%) Methylparaben (0.2%) Propylparaben (0.02%)	1400	
Promois S-700SIG	Hydrolyzed Silk PG-Propyl Methylsilanediol (and) Water	Silylated	20%	Butylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	550	
Promois S-700SIGF			20%	Butylene Glycol (3%) Phenoxyethanol (1%)	550	
Promois EFLS	Sodium Lauroyl Hydrolyzed Silk (and) Water	Acylated	20%	Dipropylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	500	
Promois EFLS-F			20%	Alcohol (5%) Phenoxyethanol (0.5%)	500	
Promois EFLS-C	Sodium Lauroyl Silk Amino Acids (and) Water		20%	Dipropylene Glycol (3%) Phenoxyethanol (1%)	300	
Promois EF-118AMP	AMP-Isostearoyl Hydrolyzed Silk (and) Alcohol (and) Water		25%	Preservative FREE	600	
Promois EF-118(IS)	Isostearoyl Hydrolyzed Silk (and) Isostearic Acid		3%	Preservative FREE	500	
Promois SILK-A	Ethyl Ester of Hydrolyzed Silk (and) Alcohol		Ethyl esterified	20%	Preservative FREE	400

Collagen

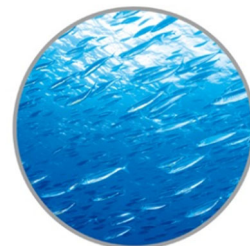
Collagen is major component of protein which comprises skin. It plays a significant role both to build up and maintain our body. Specially collagen comprises approximately 1/3 of protein presented in mammal. It has a distinguishing characteristic of that it has hydroxyproline. Collagen is the only protein which contains hydroxyproline and hydroxylysine. This amino acid composition arises high moisturizing effect to both skin and hair.



Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois W-32	Hydrolyzed Collagen (and) Water	Standard	50%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	400	Bovine gelatin
Promois W-32R			30%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	400	
Promois W-42			30%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	1000	Swine gelatin
Promois W-42R			30%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	1000	
Promois W-42KS-12			56.5%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	1200	Bovine gelatin
Promois W-52			30%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	2000	Swine gelatin
Promois W-42CP	Hydrolyzed Collagen		100% powder	Butylene Glycol (<3%) Methylparaben (0.3%) Propylparaben (0.03%)	1000	Bovine gelatin
Promois W-52P			100% powder	Butylene Glycol (<3%) Methylparaben (0.3%) Propylparaben (0.03%)	2000	Swine gelatin
Promois W-42Q	Hydroxypropyltrimonium Hydrolyzed Collagen (and) Water		30%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	1200	Swine gelatin
Promois W-52Q			30%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	2200	
Promois W-42QP	Hydroxypropyltrimonium Hydrolyzed Collagen		100% powder	Butylene Glycol (<3%) Methylparaben (0.3%) Propylparaben (0.03%)	1200	
Promois W-52QP			100% powder	Butylene Glycol (<3%) Methylparaben (0.3%) Propylparaben (0.03%)	2200	
Promois W-42CAQ	Cocodimonium Hydroxypropyl Hydrolyzed Collagen (and) Water		30%	Butylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	1400	
Promois W-52SIG	Hydrolyzed Collagen PG-Propyl Methylsilanediol (and) Water	Silylated	10%	Butylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	2200	
Promois ECP	Potassium Cocoyl Hydrolyzed Collagen (and) Water	Acylated	36%	Dipropylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	600	Bovine gelatin
Promois ECP-C			36%	Dipropylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	500	

Fish Collagen

Fish collagen is good alternative to traditional collagen originated from animal such as bovine and swine. Since Fish collagen has similar amino acid composition to it, it exhibits moisturizing effect and imparts softness to skin and hair as used in personal care products.



Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois W-32U	Hydrolyzed Collagen (and) Water	Standard	20%	Butylene Glycol (3%) Phenoxyethanol (1%)	400	Fish scale
Promois W-32UR			20%	Butylene Glycol (3%) Phenoxyethanol (1%)	400	
Promois W-42U			20%	Butylene Glycol (3%) Phenoxyethanol (1%)	1000	
Promois W-52U			20%	Butylene Glycol (3%) Phenoxyethanol (1%)	2000	
Promois W-52UD5			5%	Butylene Glycol (3%) Phenoxyethanol (1%)	2000	
Promois WU-32R			30%	Butylene Glycol (3%) Phenoxyethanol (1%)	400	
Promois WU-32SIG	Hydrolyzed Collagen PG-Propyl Methylsilanediol (and) Water	Silylated	20%	Butylene Glycol (3%) Phenoxyethanol (1%)	600	
Promois W-52USIG			10%	Butylene Glycol (3%) Phenoxyethanol (1.5%)	2200	
Promois EUCP	Potassium Cocoyl Hydrolyzed Collagen (and) Water	Acylated	30%	Dipropylene Glycol (3%) Phenoxyethanol (0.5%)	600	
Promois EU-118D	AMPD-Isostearoyl Hydrolyzed Collagen (and) Alcohol (and) Water		25%	Preservative FREE	600	
Promois EU-118(IS)	Isostearoyl Hydrolyzed Collagen (and) Isostearic Acid		3%	Preservative FREE	500	

Pearl

Conchiolin is one of protein which is contained in shellfishery (mollusk). Inside of pearl formed by pearl oyster has the protein and it plays a role in protection of pearl and shell. Conchiolin also significantly links to luster of pearl oyster.



Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois PEARL-P	Hydrolyzed Conchiolin Protein (and) Water	Standard	3%	Butylene Glycol (5%) Methylparaben (0.25%) Propylparaben (0.02%)	600	Pearl shell
Promois PEARL-PF			3%	Butylene Glycol (5%) Phenoxyethanol (1%)	600	
Promois BLACK PEARL-F	Hydrolyzed Conchiolin Protein (and) Water	Standard	3%	Butylene Glycol (5%) Phenoxyethanol (1%)	600	Black pearl shell

Milk

Milk is foundational food for mammal to nurture children and it contains protein that consists of essential amino acid at high rates. Its characteristic as peptide is that it has balanced amino acid composition. This composition generates moist feeling. Additionally it has chelate effect as milk contains acidic amino acid and phosphoric ester.



Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois MILK	Hydrolyzed Casein (and) Water	Standard	30%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	600	Milk
Promois MILK-P	Hydrolyzed Casein		100% powder	Butylene Glycol (<3%) Methylparaben (0.3%) Propylparaben (0.03%)	600	
Promois MILK-Q	Hydroxypropyltrimonium Hydrolyzed Casein (and) Water	Cationized	30%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	800	
Promois HYDROMILK	Hydrolyzed Milk Protein (and) Water	Standard	30%	Butylene Glycol (3%) Phenoxyethanol (1%)	600	
Promois Hydromilk-P	Hydrolyzed Milk Protein		100% powder	Butylene Glycol (<3%) Methylparaben (0.3%) Propylparaben (0.03%)	600	
Promois Hydromilk-Q	Hydroxypropyltrimonium Hydrolyzed Milk Protein (and) Water	Cationized	30%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	800	

Promois

Hydrolyzed Protein; Peptide and Its Derivatives



Soy protein is distinct from animal protein such as collagen and keratin in that it has glutamic acid and aspartic acid 30% of itself. It brings high moisturizing property as well as collagen but brings different texture. Additionally, it produces moist feeling and prevents unmanageable hair.



Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois WS	Hydrolyzed Soy Protein (and) Water	Standard	25%	Butylene Glycol (3%) Methylparaben (0.3%) Propylparaben (0.03%)	700	Soy
Promois WS-HF			25%	Butylene Glycol (3%) Phenoxyethanol (1%)	700	
Promois WS-SP	Hydrolyzed Soy Protein		100% powder		700	
Promois WS-HQ	Hydroxypropyltrimonium Hydrolyzed Soy Protein (and) Water	Cationized	25%	Butylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	900	
Promois WS-HCAQ	Cocodimonium Hydroxypropyl Hydrolyzed Soy Protein (and) Water		25%	Butylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	1000	
Promois WS-HSIG	Hydrolyzed Soy Protein PG-Propyl Methylsilanediol (and) Water	Silylated	20%	Butylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	900	
Promois ESCP	Potassium Cocoyl Hydrolyzed Soy Protein (and) Water	Acylated	25%	Dipropylene Glycol (3%) Phenoxyethanol (1%)	600	



Wheat protein is rich in acidic amino acid as with soy protein and also has a slight amount of cystine. It brings light texture as compared to soy protein.



Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois WG	Hydrolyzed Wheat Protein (and) Water	Standard	25%	Butylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	700	Wheat
Promois WG-SP	Hydrolyzed Wheat Protein		100% powder		700	
Promois WG-CAQ	Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein (and) Water	Cationized	25%	Butylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	1100	
Promois WG-SIG	Hydrolyzed Wheat Protein PG-Propyl Methylsilanediol (and) Water	Silylated	20%	Butylene Glycol (2%) Methylparaben (0.3%) Propylparaben (0.03%)	900	

Sesame

Sesame protein has much acidic amino acid and is superior in moisturizing. It gives soft texture to hair.






Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois GOMA-SIG	Hydrolyzed Sesame Protein PG-Propyl Methylsilanediol (and) Water	Silylated	10%	Butylene Glycol (3%) Phenoxyethanol (1%)	1100	Sesame

Rice

Rice protein has much hydrophobic amino acid and it sticks to even less damaged hair. Also, it has an effect on moisturizing.






Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois WR	Hydrolyzed Rice Protein (and) Water	Standard	25%	Butylene Glycol (3%) Phenoxyethanol (1%)	400	Rice
Promois WR-SP  	Hydrolyzed Rice Protein		100% powder		400	

Pea

Pea protein restores hair moisture and revitalizes hair strength that was lost by damages. Because the amino acid composition is similar to that of hydrolyzed keratin, the function is also similar.

GMO modified Pea protein has not been distributed in the marketplace, and it does not get identified as having allergy by Japanese Ministry of Health, Labour and Welfare.





Product	INCI Name	Type	Active Matter	Additives	Molecular Weight	Origin
Promois WJ	Hydrolyzed Pea Protein (and) Water	Standard	25%	Butylene Glycol (3%) Phenoxyethanol (1%)	500	Pea
Promois WJ-SP  	Hydrolyzed Pea Protein		100% powder		500	



Raw material approved by ECOCERT in accordance with the ECOCERT Natural and Organic Cosmetics Standard and the COSMOS Standard.

Silasoma is aqueous dispersions (containing 60% microcapsule as active component) in microcapsules having an average particle diameter of 2 micrometers, which encapsulate UV absorbers. Encapsulating the UV absorbers provides a soft and light after-feel. It also allows for a surfactant-free and safer sun protection formulation.

Product	INCI Name	Additives	Feature / application
Silasoma ME	Polysilicone-14* (and) Ethylhexyl Methoxycinnamate (and) Water	Phenoxyethanol (2%) Butylene Glycol (2%) Etidronic Acid (0.05–0.2%)	Microcapsules containing UV absorber for UVB protection
Silasoma MF(S)		Phenoxyethanol (2%) Butylene Glycol (2%) Disodium EDTA (0.2%)	
Silasoma MEA	Polysilicone-14* (and) Ethylhexyl Methoxycinnamate (and) Butyl Methoxydibenzoylmethane (and) Water	Phenoxyethanol (2%) Butylene Glycol (2%) Etidronic Acid (0.05–0.2%)	Microcapsules containing UV absorber for both UVA and UVB protection
Silasoma MEA(S)		Phenoxyethanol (2%) Butylene Glycol (2%) Disodium EDTA (0.2%)	
Silasoma MEA(V)		Pentylene Glycol (4%) Disodium EDTA (0.2%) Ethylhexylglycerin (0.18%) 	
Silasoma MEA(L)**		Phenoxyethanol (2%) Butylene Glycol (2%) Etidronic Acid (0.05–0.2%) Tocopherol (<0.1%)	
Silasoma MFA(S)		Phenoxyethanol (2%) Butylene Glycol (2%) Disodium EDTA (0.2%)	
Silasoma MFA(LS)**		Phenoxyethanol (2%) Butylene Glycol (2%) Disodium EDTA (0.2%) Tocopherol (<0.1%)	
Silasoma REA(S)	Polysilicone-14* (and) Octocrylene (and) Butyl Methoxydibenzoylmethane (and) Water	Phenoxyethanol (2%) Butylene Glycol (2%) Disodium EDTA (0.2%)	
Silasoma EP(S)	Polysilicone-14* (and) Ethylhexyl Methoxycinnamate (and) Dimethylamino Hydroxybenzoyl Hexyl Benzoate (and) Water		
Silasoma SP	Polysilicone-35* (and) Ethylhexyl Methoxycinnamate (and) Dimethylamino Hydroxybenzoyl Hexyl Benzoate (and) Water	Pentylene Glycol (3%) Tocopherol (<0.1%) 	



* Polysilicone-14 and Polysilicone-35 is wall material of the capsule.

** Silasoma MEA(L) and Silasoma MFA(LS) use Ethylhexyl Methoxycinnamate with lower odor quality.

Protesil

Peptide/ Silicone Hybrid Polymer

Protesil is a novel hybrid polymer created from the fusion of peptides and silicone. Protesil LH and ULH can be used as multi-functional hair conditioning ingredients. They have excellent adsorption to hair and form thin film over hair surface, which is glossy, long-lasting, and water-resistant. This aspect leads to various effects such as repairing, moisturizing, color-protection, shine and anti-static effect.

Product	INCI Name	Additives	Feature / application
Protesil LH	Hydrolyzed Silk PG-Propyl Methylsilanediol Crosspolymer (and) Water		Hair conditioning effect Improve the hair color Prevent the discoloration of dyed hair
Protesil ULH	Trimethylsilyl Hydrolyzed Collagen PG-Propyl Methylsilanediol Crosspolymer (and) Water		

Vegetamide

Plant-derived "Liquid Cuticle"

Vegetamide is a plant-derived hair conditioning ingredient, "liquid cuticle". It has a similar structure to F-Layer (Main Component: 18-MEA), which is the barrier structure of hair cuticles. The hair surface, stripped of its F-layer due to hair damage, can be restored to a healthy state by the concentrated application of the similarly structured Vegetamide resulting in reparation of hair and improvement of its texture.

Product	INCI Name	Additives	Feature / application
Vegetamide 18MEA-NJ*	Cetearamidoethyl diethonium Succinoyl Hydrolyzed Pea Protein (and) Glycerin (and) Water	Preservative FREE	Complement of damaged cuticle of hair Selective adsorption to damaged part of hair Hydrophobizing effect Sensory texture improvement
Vegetamide 18MEA-NJS*	Cetearamidoethyl diethonium Succinoyl Hydrolyzed Pea Protein (and) Glycerin (and) Water	Preservative FREE	
Vegetamide 18MEA-R	Cetearamidoethyl Diethonium Hydrolyzed Rice Protein (and) Glycerin (and) Water	Preservative FREE	

* Products which contain the same components at different concentration.

[China-compliant Type]

Product	INCI Name	Additives	Feature / application
Vegetamide 18MEA-MR*	Hydrolyzed Rice Protein (and) Stearamidopropyl Dimethylamine (and) Glycerin (and) Water	Preservative FREE	Complement of damaged cuticle of hair Selective adsorption to damaged part of hair Hydrophobizing effect Sensory texture improvement

* Products which contain the same components at different concentration.

Cuticlekeratin

Cuticle Derived Premium Ingredient

Cuticlekeratin is the world's first hair conditioning ingredient which has "cuticle" in its INCI name. It was developed from very rare cuticle derived from sheep wool using SEIWA KASEI's unique technology.

Product	INCI Name	Active Matter	Additives	Feature / application
Cuticlekeratin P	Hydrolyzed Wool Cuticle Protein (or) Hydrolyzed Keratin (and) Water	10%	Pentylene Glycol (4%) Preservative FREE	Hair conditioning effect

Aminoreact

Hair Anti-aging Ingredient

Aminoreact is a hair anti-aging ingredient. It gives body and stiffness which is gradually lost with aging, and increases volume of hair.

Product	INCI Name	Active Matter	Additives	Feature / application
Aminoreact TsV	Sodium Tosyl Valinate (and) Butylene Glycol (and) Water	8%	Preservative FREE	Hair conditioning effect Hair anti-aging effect Give body and stiffness to the hair

Amitose

Glycerin Derivatives of Amino Acids and Vitamin C

Amitose is specialty material binding physiologically active substances such as amino acids and vitamins to glycerin, which is used as a moisturizing agent in cosmetics. It is very safe and stable and can be applied to wide range of cosmetic formulations from hair care to skin care products.

[Amino Acid Type]

Amitose R is a novel moisturizing ingredient produced by binding the amino acid arginine, which is known to be member of a NMF (natural moisturizing factor), to glycerin, which is a well-known moisturizing agent. The excellent moisturizing effect derived from the glycerin structure and the excellent adsorption property from the arginine structure offers deep and long-lasting moistness. It provides skin conditioning benefits that get rid of rough skin and improves skin texture, and its easy adsorption provides hair conditioning effects.

Product	INCI Name	Active Matter	Additives	Feature / application
Amitose R	Dihydroxypropyl Arginine HCl (and) Water	30%	Phenoxyethanol (1%)	Skin and hair moisturizing effect Skin and hair conditioning effect Scalp-care effect
Amitose R-PD			Pentylene Glycol (1%) Preservative FREE	

[Vitamin C Type]

The Amitose VC series is a novel moisturizing vitamin C derivative produced by binding vitamin C (ascorbic acid) to glycerin using our own original patented technology. In addition to its excellent skin-moisturizing effect and inhibitory effect on melanin production, each Amitose VC series also has unique advantages, such as enhancing effect on collagen production, intracellular antioxidant effect, excellent sensory texture and so on. It can be blended into skin toners, transparent gel-serums, and emulsions such as creams, thus allowing it to be used in a wide range of formulae.

Product	INCI Name	Active Matter	Additives	Feature / application
Amitose DGA	Bis-Glyceryl Ascorbate (and) Glycerin (and) Water	50%	Preservative FREE	Moisturizing vitamin C Non-ionic; easy to be formulated in emulsion and gel cosmetics Enhancing effect on collagen production
Amitose 3GA	3-Glyceryl Ascorbate (and) Glycerin (and) Water	30%	Preservative FREE	Anti-aging vitamin C Cost benefit Enhancing effect on collagen production Intracellular antioxidant effect
Amitose 2GA	Glyceryl Ascorbate	100% powder	Preservative FREE	Moisturizing vitamin C Excellent sensory texture Enhancing effect on collagen production Available in wide range pH
Amitose HGA	Hexyl 3-Glyceryl Ascorbate (and) Glycerin (and) Water	20%	Preservative FREE	Lightening vitamin C Excellent skin lightening effect Interfering of melanin transport Melanin degradation by autophagy
Amitose MGA	Myristyl 3-Glyceryl Ascorbate (and) Butylene Glycol	10%	Preservative FREE	Emulsifying vitamin C Oil-in-water type emulsifying ability Antibacterial activity* *Anti-acne activity etc.
Amitose 3LGA	3-Laurylglyceryl Ascorbate (and) Butylene Glycol	10%	Preservative FREE	Ceramide Promoter Improvement of sensitive skin Activating ceramide synthesis Anti-pollution

HAZUMI-HADA

Anti-aging Collagen

"HAZUMI-HADA" means plump skin in Japanese. It was developed by our unique technology and gives anti-aging efficacy by promoting collagen production. It has a superior collagen production effect and using it with vitamin C derivative improves collagen production ability.

Product	INCI Name	Active Matter	Additives	Feature / application
HAZUMI-HADA	Potassium Cocoyl Hydrolyzed Collagen (and) Glycerin (and) Water	1%	Preservative FREE	Promoting collagen production Anti-aging effect

Solublekeratin SKSP is a water-soluble polymer of natural origin. It is compatible with the skin since it is made from keratin, which is the key structural material of human skin. By blending just a small amount into cosmetic formulations, it imparts smoothness and improves texture. It is a skin conditioning ingredient with an excellent moisturizing effect, and it also improves stratum corneum function.

Product	INCI Name	Active Matter	Additives	Feature / application
Solublekeratin SKSP	Soluble Keratin	100% powder	Preservative FREE	Repairing function of Stratum Corneum Skin care

Oriental Plant Extracts

Plant Extracts

It is a series of high-quality plant extracts which have various cosmetic effects.

JIOH extract is obtained from the *Rehmannia chinensis* root. It has been used as an external medicine for a long time, and is used to reduce fever due to inflammation and to promote the formation of granulation tissue.

KANKA Extract is extracted from *Cistanche tubulosa*, a plant that grows in deserts and thrives in dry environments. Kanka extract has been attracting attention in recent years due to their potent herbal tonic effect.

Product	INCI Name	Additives	Feature / application
JIOH EXTRACT F(BG)	Rehmannia Chinensis Root Extract (and) Water	Butylene Glycol (3%) Phenoxyethanol (1%)	Moisturizing effect Softens skin Cell activator
KANKA Extract	Cistanche Tubulosa Stem Extract (and) Butylene Glycol (and) Water	Preservative FREE	Contribution to green of deserts Herbal medicine extract

P.P.A.A.

Cocktail of Amino Acids

P.P.A.A. is "Pseudo Placenta Amino Acids", an amino acid cocktail that contains fifteen kinds of components.

It is modeled after amino acid composition of placenta. As amino acids compose NMF(Natural Moisturizing Factor), hyaluronic acid, placenta or proteoglycan, they make great moisturizing effect.

Product	INCI Name	Additives	Feature / application
P.P.A.A.-C	Taurine (and) Lysine HCl (and) Glutamic Acid (and) Glycine (and) Leucine (and) Histidine HCl (and) Serine (and) Valine (and) Threonine (and) Alanine (and) Isoleucine (and) Allantoin (and) Phenylalanine (and) Arginine (and) Proline	Preservative FREE	Pseudo Placenta Amino Acids

Vistanol

Stable Ester Oils

Vistanol is a series of highly stable ester oils that have high oxidation stability. They have barely any color or smell, and are suitable for incorporation into skin care and make-up formulations.

Vistanol GDHR is high viscosity oil and 100% plant-derived. It is superior in gloss and it is equivalent to lanolin oil, therefore it is suitable for lipstick and gloss.

Vistanol NPGC is low viscosity oil and it gives light texture. It has excellent skin adhesion and dispersibility of pigment, therefore is suitable for lipstick and lotion.

Product	INCI Name	Additives	Feature / application
Vistanol GDHR	Glyceryl Diisostearate/Hydrogenated Rosinate	Tocopherol (0.04%) Preservative FREE	Plant originated substitution for Lanolin Oil Excellent skin tolerance High viscosity liquid Pigment dispersant, Glossing
Vistanol NPGC	Neopentyl Glycol Dicaprate	Preservative FREE	Dissolving agent for refractory Excellent skin tolerance Low viscosity liquid Light texture



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