

SEIWA SEIWA KASEI CO., LTD.

Innovative cosmetic raw ingredients from Japan; Booth S150

SEIWA KASEI is showcasing 3 innovative products at in-cosmetics Paris 2016:

Amitose R: Glycerin Derivatives of Arginine

Amitose R is a novel glycerin derivative produced by binding glycerin to arginine using SEIWA KASEI's unique technology. The excellent adsorption property derived from the arginine structure, and moisture feeling derived from the glycerin structure, shows long-lasting moisturizing effect. Amitose R is safe and stable and can be applied to a wide range of cosmetic formulations, from skincare to haircare products.

Amitose 3LGA: "CERAMIDE PROMOTER"

Amitose 3LGA is the world's first vitamin C derivative which activates ceramide synthesis by improving intracellular antioxidant system. Thanks to this function, Amitose 3LGA can protect our skin from ROS and promote ceramide synthesis more efficiently. Even though there were some ceramide-containing cosmetics which are applied from outside into the skin, Amitose 3LGA increases the amount of ceramides from inside of the body.

Vegetamide 18MEA-MR: "LIQUID CUTICLE"

Vegetamide 18MEA-MR is an ion complex of plant-derived peptides that 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.



For more information about SEIWA KASEI's products, please visit at <http://www.seiwakasei.jp/en> or contact sales@seiwakasei.co.jp

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