

PRESS RELEASE:

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Exclusive J-Beauty ingredients to European skincare market

The mission of Kao Chemicals Europe, as a part of the Kao Group, is to strive for the wholehearted satisfaction and enrichment of the lives of people globally and to contribute to the sustainability of society. Following our mission we would like to approach J-Beauty trend to Western lifestyle, providing preventive solutions with innovative developments and high-quality products with long-term reliability

J-Beauty appeared in the market as a strong defender of preventive solutions rather than corrective, with innovative developments and high-quality products with long-term reliability. This concept has had a big impact in Western lifestyle, as it helps to balance stressed routines and brings scientifically proven results. In this text release, some exclusive Japanese ingredients for skin care are introduced. An extremely moisturizing active ingredient with a skin biomimetic structure and non-greasy feeling, an emulsifier for W/O emulsions containing high amount of water, specially designed to avoid sticky feeling and provide easy spreadability and an extremely good emulsifier for formulations with high oil content and excellent cleansing performance.

PENETOL GE-IS is an emulsifier with a low HLB value specially designed to avoid a sticky feeling and having easy spreadability.

PENETOL GE-IS is a Glycerol Alkyl Ether. Glycerol derivatives, which also exist in nature, are used in cosmetics because of their emulsifying property and moisturizing effect to the skin.

It can stabilize w/o emulsions containing a high amount of water as a result of formation of a hydrophobic reversed hexagonal liquid crystalline phase in the emulsion.

Due to the high water content, the w/o emulsions are easy to spread, provide a high moisture feeling without leaving a greasy feeling; those emulsions have good stability and show a great water resistance. Therefore, the cream remains on the skin even under a high humidity atmosphere.

By using PENETOL GE-IS many different emulsions can be prepared, like hand creams, baby creams, sun care products, makeup removers and cleansing oils, and many other cosmetic products.

EXCEPARL IS-CE-A is a cholesterol ester, which has methyl branched isostearic fatty acid and a low melting point.

Cholesterol ester is one of structural components of intercellular lipid, and has a key role to keep moisture in skin. Most cholesterol esters consist of straight alkyl chain fatty acids with a high melting point they are normally solid at room temperature.

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It has a biomimetic structure that providing excellent skin compatibility; it penetrates into the stratum corneum and improves the water-retaining ability of skin.

EXCEPARL IS-CE-A is also useful as an emulsion stabilizer in combination with Cholesterol and lecithin. EXCEPARL IS-CE-A has several characteristic properties and suites a wide range of cosmetics applications as a high performance moisturizing agent and has non-greasing feeling. It can be use in make up foundation, lipstick, moisturizing creams and lotions, as additive in skin cleansing products and in hair conditioners.

RHEODOL 430V is a very good emulsifier and solubilizer for formulations high in oil.

It has excellent emulsifying properties and is an ideal ingredient for cleansing oils or makeup removers. Its main role is to change the emulsion phase while face washing resulting in a better cleansing effect.

RHEODOL 430V allows product development to be easy due to its high compatibility and excellent emulsifying performance with many types of oils, especially with polar oils such as vegetable oils and also in formulations containing silicone.

This safe and non-irritant ingredient allows obtaining fine uniform emulsions or even transparent solutions.

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