CITE JAPAN 2019

Symposium for Overseas Visitors
面向海外来宾的会议

Venue: Pacifico Yokohama, Exhibition Hall 2F [Room E206]

Program

DAY 1	May 15 (Wed.), 2019 **All presentations will be made in English**
13:30-14:00	**The Latest Transdermal DDS Technology Using PLGA Nanoparticles Enhancing Functional Cosmetic Potential** HOSOKAWA MICRON CORPORATION
14:00-14:30	**Perfect SUNSOFT Cleansing with skin-friendly properties** TAIYO KAGAKU CO., LTD.
14:30-15:00	**GLYLOID 6C, your first choice natural polymer to optimize rheological properties of cosmetic formulations** DSP GOKYO FOOD & CHEMICAL Co., Ltd.
15:00-15:10	**BREAK**
15:10-15:40	**Introduction of Cosmetic Ingredients Based on Performance Chemicals Field.** SANYO CHEMICAL INDUSTRIES, LTD.
15:40-16:10	**Introduction to the Only Globally Flake-shaped Barium Sulfate for Cosmetics with Superior Soft-Focus Effect and Skin-Friendly Titanium Oxide and Zinc Oxide for Suncare Usable Globally.** SAKAI CHEMICAL INDUSTRY CO., LTD.

DAY 2	May 16 (Thurs.), 2019 **All presentations will be made in Chinese (except for the Keynote to be given in English with Chinese translation)**
10:00-10:35	**The cosmetic cultures and technologies that gave birth to "J-Beauty"** **KEYNOTE LECTURE (English presentation with Chinese translation)** Fujihiro Kanda (Vice Chairman, International Committee of SCCJ)
10:40-11:10	**Introducing a new anti-aging material, PHYTOPROTEOGLYCANTM** **新型抗衰老材料，植物蛋白多糖TM的解说** NOF CORPORATION
11:10-11:40	**Introduction of baby care market and the main key concepts and ingredients for baby care formulation** **日本婴幼儿护理市场状况以及与日本市场上主要产品宣传的概念相对应的原料介绍** MATSUMOTO TRADING Co., Ltd.
11:40-12:10	**Safe and reliable cosmetics developed by Japanese technology: Proposal of cosmetic life with trouble-free skin using new functional ingredient based on latest inflammation mechanism through evaluation and assumption of actual use** **为了受益于日本技术的安全可靠的化妆品制造** **～通过评估最新炎症机制与实用性，提出新型功能原料所带来的无烦恼肌肤的美妆生活理念～** Technoble Co., Ltd.
12:10-13:00	**BREAK**
13:00-13:30	**New functions of vitamin E derivative TPNa™. ~For anti-pollution, moisturizing and total eye care~** **水溶性维生素E衍生物 TPNa®的新功能 ～抗污染、眼部护理和保湿能力的改善～** SHOWA DENKO K.K.
13:30-14:00	**Introduction of basic properties of TiO2 and ultra-high transparency micro TiO2 "MT-N1"** **超细太白粉的基本性能以及透明度极高超细太白粉「MT−N1」的介绍** TAYCA CORPORATION
14:00-14:30	**High Permeability Natural Bis-Ceramide:Delisome CX2** **高渗透天然双神经酰胺制剂Delisome CX2** IWASE COSFA Co., Ltd.
14:30-15:00	**The use of natural peptides in cosmetics, a presentation by SEIWA KASEI the top manufacturer in Japan.** **天然胜肽的泛用性和显著效果，日本市场占有率第一位的胜肽技术中** SEIWA KASEI Co., Ltd.
15:00-15:30	**Cellulose Nanofiber, a gift from nature recognized around the world!** **Applications of AuroVisco CS in skin care cosmetics** **世界公认的源于大自然的馈赠，纳米级别的纤维素** **AuroVisco CS在个人护理品及化妆品中的应用** NIKKOL GROUP NIKKO CHEMICALS CO., LTD.

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13:30-14:00	**HOSOKAWA MICRON CORPORATION**
Title	**The Latest Transdermal DDS Technology Using PLGA Nanoparticles Enhancing Functional Cosmetic Potential**
Abstract	There are two key points in order to develop effective skincare cosmetics. One is "Permeability" that can efficiently deliver active ingredients to the target sites such as deep in the skin or pores, and the other is "Sustainability" that can constantly release the active ingredients at the target sites for a long time. Now, we offer an innovative PLGA nanoparticle that can realize these two important functions. Although PLGA nanoparticle itself is known as smart Drug Delivery System (DDS) carrier which had been researched and developed in the medical field, our own PLGA nanoparticle is specially designed for safety cosmetic raw material. In other words, our PLGA nanoparticle technology possessing advanced transdermal DDS can dramatically maximize your cosmetic potential while maintaining the type and concentration of ingredients in the cosmetic products. In this presentation, we would like to explain several clinical evidence on anti-acne, eyelash growth, whitening, anti-wrinkles and Type-XVII collagen production relating to hair growth, based on our advanced PLGA nanoparticle technology.

14:00-14:30	**TAIYO KAGAKU CO., LTD.**
Title	**Perfect SUNSOFT Cleansing with skin-friendly properties**
Abstract	Having 70 year's insight and profound knowledges about surface-activity technologies and the manufacturing know-how of PGFEs (Polyglycerol Fatty acid Esters), Taiyo has offered very unique and exclusive PGFEs line-ups which marketed under the brand name SUNSOFT, featured by low content of cyclic polyglycerols enabling enhanced hydrophilicity. SUNSOFT is PEG-free and multifunctional surfactants with skin-friendly features. In this seminar, we introduce its basic properties, functions and compelling applications equipped with advanced cleansing technologies. Cleansing is the most important step in daily skin care ritual to keep your skin looking healthy without risking any of breakout. Although, various cleansing formulations tailed to the consumer's needs are currently on the market, the bottom line is that full-featured surfactants are key materials enabling each formulation to remove all traces of makeups and impurities in the most gentle and refreshing way without dryness or tightness. Cleansing formulations can be divided into two categories: water-base like lotions, and oil-base like oils/balms. Normally, water-base cleansing is recommendable only for removing light makeups due to its lack of makeup removability, regardless of its refreshing touch and quicker & easier usage. While the greasiness or stickiness of oil-base cleansing has long been a tender spot despite its superb cleansing ability. SUNSOFT can walk you through everything you need to know how to improve makeup removability for cleansing lotions and come up with more refreshing rinseability for cleansing oil. By fully leveraging "Invincible SUNSOFT Cleansing" technologies, your cleansing formulations can also be well-balanced with outstanding cleansing performance and gentle after-feel. The newly-formulated cleansing lotion with a dash of oil droplets from TAIYO may surprise you to know that it's equipped with all three major factors for the top performer; perfect cleansing, refreshing sensorial perception, and hydrated final touch, which cannot be matched by our nearest competitors.

14:30-15:00	**DSP GOKYO FOOD & CHEMICAL Co., Ltd.**
Title	**GLYLOID 6C, your first choice natural polymer to optimize rheological properties of cosmetic formulations**
Abstract	GLYLOID 6C, tamarindus indica seed gum, is a high-molecular polymer derived from seeds of Tamarindus Indica L. DSP Gokyo Food & Chemical succeeded in industrializing tamarindus indica seed gum in 1964 for the first time in the world. Since then it has been used for a variety of food and personal care products mainly in Japan. We are confident in its quality and performance based on our more than 50 years track records. The most unique property of GLYLOID 6C is to form a gel when used together with polyols, such as sugars and alcohols. For example, GLYLOID 6C gel with glycerin is fun! It has very elastic texture and gives soft feelings to the skin. This gel-making characteristic of GLYLOID 6C can help you develop eye-catching cosmetic formulations like gel serum and gel face mask. GLYLOID 6C also works as a thickener. Since tamarindus indica seed gum is nonionic, GLYLOID 6C can add stable viscosity to cosmetic formulations containing salts and acids. In addition, GLYLOID 6C is highly compatible with various surfactants. Especially it can make amino acid-based surfactants thick, which are usually difficult to be thickened. GLYLOID 6C provides non-sticky, favorable texture because the solution shows Newtonian behavior. In our presentation, our original formulations using such benefits of GLYLOID 6C will be introduced. In conclusion, GLYLOID 6C is a plant-derived functional polymer that can expand the possibilities of your product development.

15:00-15:10	**BREAK**

15:10-15:40	**SANYO CHEMICAL INDUSTRIES, LTD.**
Title	**Introduction of Cosmetic Ingredients Based on Performance Chemicals Field.**
Abstract	We propose cosmetic ingredients applied by our surface control technologies in CITE JAPAN 2019. On this seminar, we introduce our characteristic polymers such as film-forming and hair-conditioning polymers. Their technologies are backed by our material designing technologies for industrial fields.

15:40-16:10	**SAKAI CHEMICAL INDUSTRY CO., LTD.**
Title	**Introduction to the Only Globally Flake-shaped Barium Sulfate for Cosmetics with Superior Soft-Focus Effect and Skin-Friendly Titanium Oxide and Zinc Oxide for Suncare Usable Globally.**
Abstract	Sakai Chemical Industry Co., Ltd. has developed a wide range of cosmetic ingredients such as ultrafine zinc oxide, microfine titanium oxide, flake-shaped barium sulfate, spherical calcium carbonate, hexagonal flake-shaped zinc oxide, spherical zinc oxide formed by flake-shaped particles and pigment-grade titanium dioxide to penetrate into the cosmetic industry through in-depth sales proposals for formulations, such as compatibility of ingredients with each other and blending ratios. We are the only manufacturer in the world of flake-shaped barium sulfate for cosmetics, which gives superior soft-focus effect to makeup cosmetics. Although it has been used to a large number of cosmetic manufacturers worldwide, its attention especially in Asian countries has also increased due to the recent trend of natural makeup worldwide. Focusing on the importance of making raw materials such as blurring of spots and pores, we will introduce the characteristics of flake-shaped barium sulfate together with data obtained from VISIA® and monitoring tests. We are also a manufacturer of microfine titanium dioxide and ultrafine zinc oxide as UV filter, and we are selling them worldwide. With the increasing awareness of UV radiation, daily care for UV radiation are spreading worldwide, and the regulations are tightening in each country. We will introduce them with a focus on raw materials that can be used globally.

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10:00-10:35	**KEYNOTE LECTURE (English presentation with Chinese translation)** **Fujihiro Kanda (Vice Chairman, International Committee of SCCJ)**
Title	**The cosmetic cultures and technologies that gave birth to “J-Beauty”**
Abstract	The remote island nation Japan, located at the farthest eastern tip of Asia, has nurtured unique and characteristic cultures over its long history full of twists and turns. Among other areas, Japanese personal care products and aesthetic treatments are recently gaining worldwide publicity as described in the term “J-Beauty”. By walking through the history of Japanese cosmetic cultures that eventually gave birth to “J-Beauty”, the latest trends in the Japanese cosmetic market will be introduced along with cutting-edge technologies that made them live up to their high reputation.

10:40-11:10	**NOF CORPORATION**
Title	**Introducing a new anti-aging material, PHYTOPROTEOGLYCANTM**
Abstract	PHYTOPROTEOGLYCANTM is a plant proteoglycan obtained from gum arabic. We succeeded in mass production of plant proteoglycan by our originally developed purification technology. The sugar chain part is hydrophilic and holds water to provide moisture to the skin, while the protein part is non-hydrophilic and thinly covers the skin surface to prevent the loss of water inside the skin.
Title (Chinese)	**新型抗衰老材料，植物蛋白多糖TM的解说**
Abstract (Chinese)	植物蛋白多糖TM是从阿拉伯树胶里获得的。通过我们开发的精制技术已经成功地实现了大规模生产植物蛋白多糖。亲水性的糖链部分使皮肤保湿水分，滋润皮肤，而非亲水性的蛋白质部分可以薄薄地覆盖在皮肤表面，以防止皮肤里的水分流失。

11:10-11:40	**MATSUMOTO TRADING Co., Ltd.**
Title	**Introduction of baby care market and the main key concepts and ingredients for baby care formulation**
Abstract	The baby care market (disposable paper diapers and skin care products) in Japan grows by approx. 10% comparing with 2017. Although the number of birth is decreasing, the reliability to “Made in Japan” is still high, so the market is still expanding. In late years, skin care for baby and infant is paid attention in order to mitigate skin trouble in their future, the baby skin care is getting more important. We, Matsumoto Trading are introducing the main key concepts (safety, decrease of skin trouble, and usage for both parents and babies) with reasons and some analysis. Finally, we introduce ingredients from Nippon Fine Chemical, Toyobo, Tsuno Rice Fine Chemicals and Matsumoto Trading, which have been used in baby care application in Japanese market.
Title (Chinese)	**日本婴幼儿护理市场状况以及与日本市场上主要产品宣传的概念相对应的原料介绍**
Abstract (Chinese)	日本婴幼儿护理市场（纸尿布，皮肤护理相关商品）在2017年成长了接近10%。 虽然因为日本出生率的降低带来相应市场有所紧缩，但是因为海外市场对Made in Japan的信赖，相应的需求支撑了日本国内市场的增长。 近年来，从母乳期开始的护肤可以减轻将来的皮肤问题的效果得到了广泛关注，婴幼儿的护肤热情持续高涨。 本次的发表将针对市场上广泛关注的概念（安心·安全、减轻皮肤问题、母婴可以同时使用）进行介绍和理由分析。 最后介绍作为对应这些概念的原料，在婴幼儿护理上广泛采用的日本精化、东洋纺、筑野食品以及我公司自己的原料。

11:40-12:10	**Technoble Co., Ltd.**
Title	**Safe and reliable cosmetics developed by Japanese technology: Proposal of cosmetic life with trouble-free skin using new functional ingredient based on latest inflammation mechanism through evaluation and assumption of actual use**
Abstract	It goes without saying that cosmetics applied to human skin must be safe. However, it is not easy to develop cosmetic products that are totally non-irritant for every person. Products containing high content of surfactants such as shampoo, also face lotion and cream which are used by many people, are often reported as top causes of skin irritation. In recent years, demand of face mask in China has been increasing. Despite the handiness and the feeling of special care from sheet mask, the nonwoven fabric impregnated with essence liquid is applied over the skin for a relatively long time and even normal application may cause trouble such as unexpected inflammation. In order to promote safe and reliable cosmetic ingredient developed by Japanese technology as a global standard, we would like to propose our thinking way and techniques to prevent such inflammation troubles. Not only suppression of inflammation-induced cytokines and chemical mediators, but we have also found efficacies involved in the expression of various genes using genetic engineering by our evaluation techniques. From there, we developed one cosmetic functional ingredient from multiple natural-derived materials. The benefit of this functional ingredient was checked through anti-inflammatory evaluation by repeated application, mimicking the use of face mask. It was confirmed that this functional ingredient is useful for inflammatory trouble which cannot be detected by simple application. We will propose a safe and reliable cosmetic ingredient developed by Japanese technology as well as its efficacies.
Title (Chinese)	**为了受益于日本技术的安全可靠的化妆品制造 ～通过评估最新炎症机制与实用性,提出新型功能原料所带来的无烦恼肌肤的美妆生活理念～**
Abstract (Chinese)	无容置疑，应用于人体皮肤的化妆品必须是安全的。然而，要开发针对所有人都无刺激性的产品绝非 易事，在有皮肤刺激症状的案例里，含有较多表面活性的洗发产品，以及使用人数较多的化妆水和美 容液，是皮肤问题报告上的常客。 近几年，在中国化妆品市场，面膜产品的需求量一直高居不下。虽然1 片面膜能完成所有的护肤程 序以及集中护理所带来的便利性和满足感，但是，浸含美容液的无纺布等膜布，因相对长时间与皮肤 接触，比起一般的涂抹，产生预期外的炎症等肌肤问题的可能性极高。 我们希望基于日本的技术所成长起来的安全安心的化妆品，作为世界标准推广开来，为此，以防止这 类皮肤炎症问题的出现为出发点，进行相关的技术提案。 除了抑制因炎症引起的细胞因子和化学介质外，我们从在细胞水平所发生的炎症反应着眼，通过利用 基因工程评估技术，发掘出与各种基因表达相关联的作用功效，最终从复配的天然素材中开发了一款 功能型化妆品原料。 这款功能型化妆品原料的有效性，已通过假设使用面膜的反复涂敷的抗炎评估得到证实，而且，也已 证实对于单纯涂抹不能检测的炎症问题也是有用的。 我们提案的不仅是功能型，而且是受益于日本技术的安全可靠的化妆品制造。

12:10-13:00	**BREAK**

13:00-13:30	**SHOWA DENKO K.K.**
Title	**New functions of vitamin E derivative TPNa™. ~For anti-pollution, moisturizing and total eye care~**
Abstract	TPNa™ (Sodium tocopheryl phosphate) is a new water-soluble vitamin E derivative which has higher anti-oxidative and anti-inflammatory effects than general vitamin E derivatives such as tocopheryl acetate. Here we present new functions of TPNa™; anti-polllution effect, moisturizing, and total eye care. Thanks to its strong anti-oxidative activity, we found TPNa™ can protect the skin from chemical stimuli by PM2.5 and air pollutants. Exposure of PM2.5 induces skin inflammation by production of reactive oxygen species (ROS). The effective reduction of ROS by TPNa™ can work on anti-inflammation induced by PM2.5 exposure. And for moisturizing effect, the high skin penetration activity of TPNa™ can achieve the promotion of important epidermal skin differentiation markers, such as filaggrin, loricrin and transglutaminase-1, resulting in TPNa™ promotes skin differentiation and corneocyte maturation. Our human study showed that treatment of cosmetic milk containing 2% TPNa™ for 8 weeks clearly enhanced water content and water-holding capacity of the skin compared with non-application area. Finally, TPNa™ also work on troubles around eyes such as dark circles and crow's feet. In the clinical study using 1% TPNa™ cosmetic lotion, dark circles and fine lines around eyes were significantly improved in the TPNa™-treated area compared with the placebo treated area. TPNa™ is innovative not just for its efficacies but for its formulability in a1ueous formulatins because of its water-friendly chemical property. Thsus it can be used as an additional infredient in products offering vitamin E-containing formula,such as watery lotions, gel creams, and oil-based creams. Moreover, although a vitamin E derivative is usually applied only in low concentrations (ex. 0.1-0.5%), TPNa™ is easily soluble to 2% even in aqueous formulae. TPNa™ can be used by cosmetic brands in designing anti-pollution, and new eye care, and also anti-aging products with unique formulae that containing vitamin E.
Title (Chinese)	**水溶性維生素E衍生物 TPNa®的新功能 ～抗污染、眼部护理和保湿能力的改善～**
Abstract (Chinese)	TPNa™ (生育酚磷酸酯钠) 是一种新型水溶性维生素E衍生物, 对比一般的维生素E衍生物如生育酚乙酸酯時, 具有更高的抗氧化和抗炎作用。在这里, 我们展示了TPNa™的新功能;抗污染效果, 保湿和全面的眼部护理。 由于其强大的抗氧化活性, 我们发现TPNa™可以保护皮肤免受PM2.5和空气污染物的化学刺激。 PM2.5的暴露通过产生活性氧 (ROS) 诱导皮肤炎症。 TPNa™有效降低ROS可以起到PM2.5暴露引起的抗炎作用。 并且为了保湿效果, TPNa™的高皮肤渗透活性可以促进重要的表皮肤分化标记物, filaggrin, loricrin 和 transglutaminase–1, 从而导致TPNaTM 促进皮肤分化和角质细胞成熟。我们的人体研究表明, 与非应用领域相比, 含有2%TPNa™8周的化妆品乳液的处理明显提高了皮肤的含水量和持水能力。 最后, TPNa™还能解决眼睛周围的问题, 如黑眼圈和鱼尾纹。在使用1%TPNa™化妆水的临床研究中, 与安慰剂治疗区域相比, TPNa™治疗区域的眼周黑眼圈和细纹显着改善。 TPNa™不仅因其功效而具有创新性, 而且由于其对水的化学性质, 因其在多种配方中的配方性。 Thsus它可以作为含有维生素E配方的产品的额外成分, 例如含水乳液, 凝胶霜和油基霜。此外, 尽管维生素E衍生物通常仅以低浓度 (例如0.1–0.5%) 施用, 但即使在含水配方中, TPNa TM也易溶于2%。 TPNa™可用于化妆品品牌设计抗污染, 新型眼部护理, 以及含有维生素E的独特配方的抗衰老产品。

13:30-14:00	**TAYCA CORPORATION**
Title	**Introduction of basic properties of TiO2 and ultra-high transparency micro TiO2 "MT-N1"**
Abstract	In the case of using TiO2 as a UV scattering agent, whiteness when applied to the skin has been a major issue. This time, we have developed ultra-high transparency micro TiO2 "MT-N1" with greatly improved whiteness. In this presentation, we will introduce the basic properties of TiO2 and MT-N1.
Title (Chinese)	**超细太白粉的基本性能以及透明度极高超细太白粉「MT–N1」的介绍**
Abstract (Chinese)	在使用以物理防晒剂为目的的二氧化钛时, 涂抹在皮肤上时的过度显白是难以克服的课题。为此我们开发了透明度极高的超细太白粉「MT–N1」来大幅地改善过度显白的问题。在这次的发表中我们将会为您介绍超细太白粉的基本性能以及「MT–N1」。

14:00-14:30	**IWASE COSFA Co., Ltd.**
Title	**High Permeability Natural Bis-Ceramide:Delisome CX2**
Abstract	Ceramide is the main component of intercellular lipids, with outstanding moisturizing effect, which can strengthen the skin's anti-aging ability, keep the skin elastic, smooth and delicate, and reduce the formation of wrinkles. Delisome CX2 is a kind of preparation derived from two natural ceramide substances without preservatives. It can prepare a stable aqueous solution of bis-ceramide without using a surfactant. CX2 utilizes High Permeation Technology to modulate stable formulations of all types. Delisome CX2 can prepare low-viscosity and stable emulsified preparations with only the lowest added amount of emulsifier, uses lecithin to make vegetable ceramide (rice bran sheath lipid) into liposome nanocapsules, which can be made into cosmetics that have various functions such as moisturizing, anti-aging and repairing hair etc. to help the active ingredients penetrate into skin and hair more effectively.
Title (Chinese)	**高渗透天然双神经酰胺制剂Delisome CX2**
Abstract (Chinese)	神经酰胺是细胞间基质的主要成分，保湿效果突出，能加强皮肤抗衰老能力，令肌肤保持弹性，光滑细致，减少皱纹形成。Delisome CX2是一种不添加防腐剂的制剂，来源于两种天然的神经酰胺物质、在不使用表面活性剂的情况下可调制出稳定的双神经酰胺水溶液，利用高渗透化技术可以调制稳定的各种类型制剂。 Delisome CX2 可以只用最低添加量的乳化剂调制低粘度且稳定的乳化制剂，利用卵磷脂将植物神经酰胺（米糠鞘脂质）制作成脂质体纳米胶囊制剂，可调制成兼具保湿、抗衰老、修复毛发等各种功能的化妆品，帮助活性成分更有效地渗透入皮肤与毛发中。

14:30-15:00	**14:30-15:00**
Title	**The use of natural peptides in cosmetics, a presentation by SEIWA KASEI the top manufacturer in Japan.**
Abstract	Natural peptides have been known for their usefulness as cosmetics ingredients for a long time. More particularly, the value of natural peptides (hydrolyzed proteins) is largely recognized by hair care professionals. Let us introduce “Promois”, a most advanced hair care ingredient developed by SEIWA KASEI, holder of the top market share in Japan. When damaged, hair loses its structural components, the proteins. Peptides are suitable to repair the damaged part. Ideally, proteins should be used but because of their molecular weight, they have low water solubility and can hardly be used in cosmetics. On the other hand, amino acids, the lowest element forming proteins, exhibit low repairing effects because they are very small and adsorbs too poorly to the hair. For that matter, peptides with adjusted molecular weight are extremely appropriate for hair repair. Obviously, effects depend on the origin of the protein and additional effects can be obtained with peptide derivatives. Promois is a range of products that were developed individually with great care and that are now beloved by professionals in Japan, a country with a most developed hair salon industry. In China, hair care cosmetics for professionals are not yet a developed domain. Why not expand our market by bringing Japanese technology to China and conduct product differentiation?
Title (Chinese)	**天然胜肽的泛用性和显著效果，日本市场占有率第一位的胜肽技术中**
Abstract (Chinese)	天然的水解蛋白多肽从古至今都在化妆品当中被广泛地使用。 特别在日本，随着20世纪中期沙龙和专业发品市场的蓬勃发展，作为专业性极强的化妆品原料，天然多肽（水解蛋白）的使用与毛发科学逐渐普及。其中，作为日本市占率第一的天然水解蛋白多肽供应商--成和化成，数十年来致力于多肽技术的研发与推广，其「Promois」系列是日本化妆品行业中的知名度非常高。 众所周知，当毛发受到损伤后，其中的蛋白质会流失，从而影响毛发的外观和质感。天然蛋白多肽以其极高的生物亲和性和安全性，是毛发修复类成分的第一选择。但是，天然蛋白的分子量过大，无法有效地溶解于水；而氨基酸又由于其亲水性过佳，与生物体的亲附力相对较差，无法提供充分的修复效果。因此，高精度的水解将天然蛋白质改良而来的「天然水解蛋白多肽（Promois）」完美地对应消费者的所有护发需求。 在中国市场，高端洗护将会是下一个产品的发展方向，通过应用日本的成熟技术与经验，将现有产品更新换代，更好地占有市场。

15:00-15:30	**NIKKOL GROUP NIKKO CHEMICALS CO., LTD.**
Title	**Cellulose Nanofiber, a gift from nature recognized around the world! Applications of AuroVisco CS in skin care cosmetics**
Abstract	“I want a stable formula with natural ingredients, but nothing sticky!” AuroVisco CS solves such problems. By refining natural cellulose to nanoscale, an unprecedented aqueous transparent thickener and dispersant was created that can form a fresh, non-greasy gel in cosmetics.
Title (Chinese)	**世界公认的源于大自然的馈赠，纳米级别的纤维素 AuroVisco CS在个人护理品及化妆品中的应用**
Abstract (Chinese)	想要设计出使用天然来源的成分且稳定的配方！但是又不希望成品肤感粘腻！AuroVisco CS正是解决这一烦恼的产品。将从树木取得的纤维素进行纳米分割，从而具备增稠水后仍保持透明体系的功能，AuroVisco CS能够形成水润不粘腻的凝胶，是迄今为止尚未应用于化妆品中的水溶性增稠剂和分散剂。