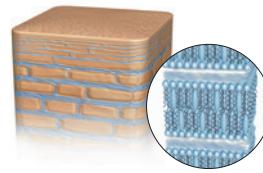




# Amino Acid Based Emollient

# ELDEW® PS-203

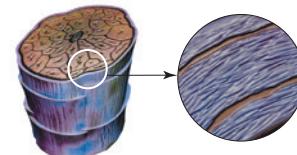
Ajinomoto emollients arose out of research into amino acids and the mechanisms of skin moisturization. In healthy skin, an appropriate moisture balance is maintained by NMF, hydrophilic components, and intercellular lipids or lipophilic components in the horny layer. These two components work according to two different moisturizing mechanisms.



Intercellular Lipid Model

Intercellular lipids form lamella liquid crystals with a two-molecular membrane to function as a barrier, maintaining moisture and preventing invasion of foreign bodies from the outside.

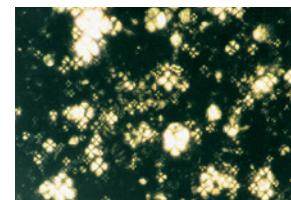
Many scientists believe that Cell Membrane Complex (CMC) ... a substance found between the cortical cells in the intercuticle cortex ... also plays an important role in conditioning and maintaining healthy hair.



At Ajinomoto, we designed a new series of amino acid emollients based on these findings. We call it ELDEW®.

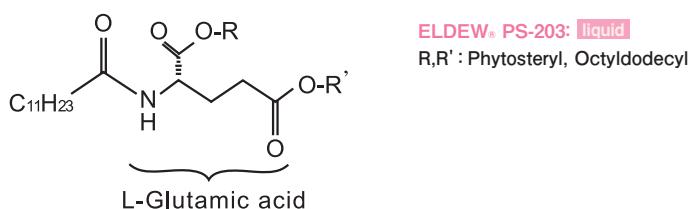
Hair Cell Membrane Complex (CMC)

ELDEW® is an emollient derived from glutamic acid, natural fatty acid, higher alcohol and phytosterol.



Polarization Microscope Image of a Model of Intercellular Lipids Combination with ELDEW®

## Molecular Structure



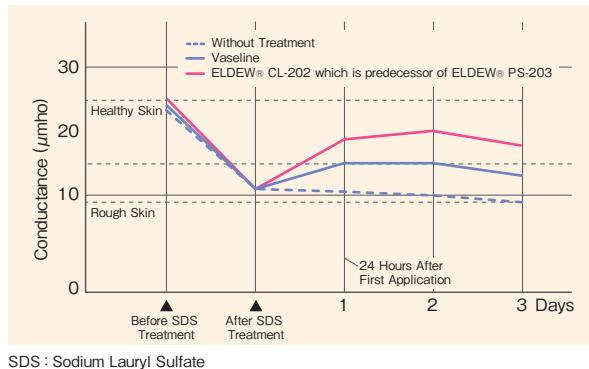
## Characteristics of ELDEW® PS-203

- Keeps skin in good conditions. Functions similar to intercellular lipids.
- Repairs hair damaged by hair waving and hair dyeing/coloring treatments and function similar to CMC.
- Excellent emolliency.
- High water holding capacity.
- Excellent in pigments dispersion and emulsion stabilization.

### ● An efficacy on skin

Because of its high affinity for the skin, ELDEW® starts to moisturize effectively as soon as it is applied. Further, this efficacy persists over long periods of time. Applied to SDS-induced rough skin, ELDEW® helps skin recover its ability to retain moisture, thus improving rough skin conditions.

#### Rough-skin Recovery Efficacy of ELDEW®

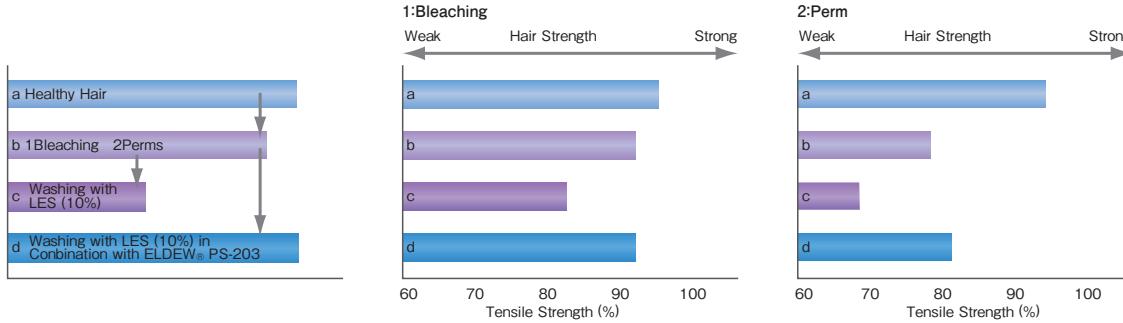


SDS : Sodium Lauryl Sulfate

### ● An efficacy on hair

Working as a CMC-like substance, ELDEW® conditions and maintains healthy hair as well as hair that has been damaged due to coloring or perming.

#### Efficacy of ELDEW® for Improving Hair Strength (Tensile Strength)



## Major Applications

ELDEW® offers a wide variety of cosmetic applications. Its emollient efficacy makes it suitable for skincare products such as emulsions and essences, while its conditioner efficacy makes it a candidate for hair care products such as rinses and treatments. In addition, the high pigment dispersibility of ELDEW® results in applications that include makeup products such as foundations and lipsticks. ELDEW® improves the “feel” of a wide range of products.

## Material Information

Product Name	Product Code	Chemical Name	CAS No.	Physical Form	Packaging	PCPC INCI Name	Composition (%)
ELDEW®	PS-203	Di (Phytosteryl • 2-Octylidodecyl) -N-Lauroyl-L-Glutamate	220465-88-3	Liquid	1kg Plastic Bottle 15kg Can	Phytosteryl/Octylidodecyl Lauroyl Glutamate	100.0

This product contains 0.01% of tocopherol.

Please contact the AJINOMOTO group, should you have questions about trademark registration.

### Asia Pacific

#### Ajinomoto Healthy Supply Co., Inc.

19-8 Kyobashi 1-Chome, Chuo-ku,  
Tokyo, 104-0331 Japan  
TEL: +81-(3)-3563-3324  
FAX: +81-(3)-3563-3322  
URL: <https://www.ahs.ajinomoto.com/>



#### Ajinomoto (Singapore) Pte. Ltd.

460 Alexandra Road, PSA Building,  
#13-04/05/06, Singapore 119963,  
Republic of Singapore  
TEL: +65-6257-1922  
URL: <https://www.ajinomoto.com.sg/>



#### Taiso Commerce Inc.

10F, NO.68, SEC.2, Zhongshan N.R.D.,  
Zhongshan District, Taipei, Taiwan  
TEL: +886-(2)-2521-0180  
FAX: +886-(2)-2521-5904  
URL: <https://taiso.com.tw/product02.html>



#### Ajinomoto Co., (H.K.) Ltd.

21/F, Bangkok Bank Building, 14-20  
Bonham Strand West, Sheung Wan,  
Hong Kong  
TEL: +85-(2)-2534-2888  
FAX: +85-(2)-2534-2899

### North America

#### Ajinomoto Health & Nutrition North America, Inc.

4105 Poole Road Raleigh, NC 27610, USA  
TEL: +1-(877)-507-9303  
E-mail: Order: [SPC\\_CSRNC@ajusa.com](mailto:SPC_CSRNC@ajusa.com)  
Sample Request: [spc\\_samples@ajusa.com](mailto:spc_samples@ajusa.com)  
Reach to Sales rep: [spc\\_sales@ajusa.com](mailto:spc_sales@ajusa.com)  
URL: <http://www.ajiaminobeauty.com>



### South America

#### Ajinomoto do Brasil Ind. e Com. de Alimentos Ltda.

Rua Vergueiro, 1737, Vila Mariana,  
CEP 04101-000, São Paulo, SP, Brazil  
TEL: +55-(11)-5080-6700  
FAX: +55-(11)-5908-8799  
URL: <http://www.aminoscience.com.br>



### Europe, Middle East, Africa & Russia

#### S.A. Ajinomoto OmniChem N.V.

Axes Parc  
Rue Emile Francqui, 7  
1435 Mont-Saint-Guibert, Belgium  
TEL: +32-(0)-10-48-41-22  
URL: <http://www.ajiaminoscience.eu/personal-care>



### Global Headquarters

#### Ajinomoto Co., Inc.

15-1 Kyobashi 1-chome, Chuo-ku,  
Tokyo 104-8315, Japan