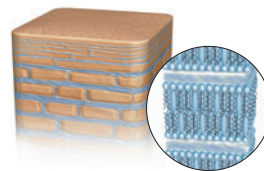


Amino Acid Based Emollient ELDEW® PS-203R

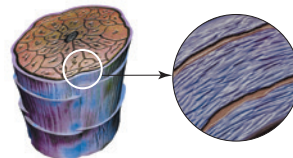
Ajinomoto emollients arose out of research into amino acids and the mechanisms of skin moisturization. In healthy skin, an appropriate moisture balance is maintained by NMF, hydrophilic components, and intercellular lipids or lipophilic components in the horny layer. These two components work according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

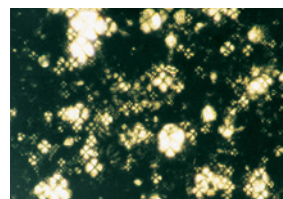


Hair Cell Membrane Complex (CMC)

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

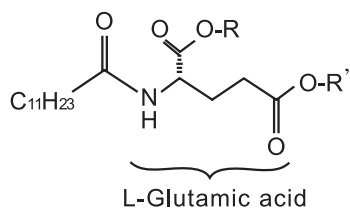
ELDEW® is an emollient derived from glutamic acid, natural fatty acid, higher alcohol and phytosterol.

Our research has confirmed that ELDEW® forms lamella liquid crystals identical to ceramide. As a result, ELDEW®, a ceramide-like amino acid derivative, yields emollient efficacy comparable to that of a ceramide.



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

Molecular Structure



ELDEW® PS-203R: liquid
R,R' : Phytosteryl, Octyldodecyl

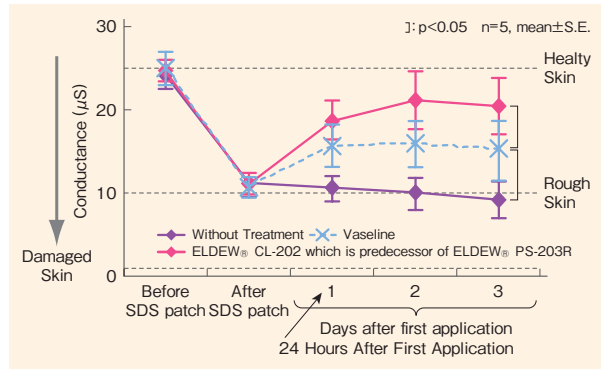
Characteristics of ELDEW® PS-203R

- 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®

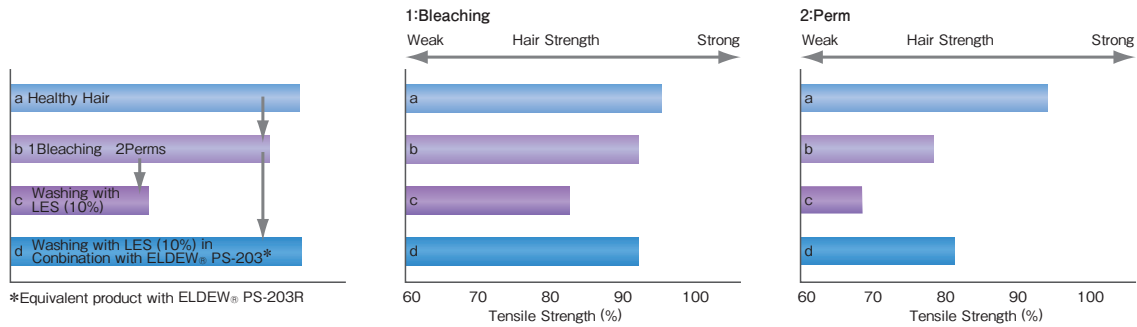


SDS : Sodium Lauryl Sulfate

● **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-203R | Di (Phytosteryl · 2-Octyldodecyl) -N-Lauroyl-L-Glutamate | 220465-88-3 | Liquid | 1kg Plastic Bottle 15kg Can | Phytosteryl/Octyldodecyl Lauroyl Glutamate | 100.0 |

This product contains 0.01% of tocopherol.

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

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