

### **New Ingredient for hair**

Soy Heat Guard; Promois™ WS-HSIGPD

SEIWA KASEI CO., LTD. launched a new raw material for hair care Promois™ WS-HSIGPD, INCI name: Hydrolyzed Soy Protein PG-Propyl Methylsilanediol and Water. This product is a soy protein derivative with thermal protection called “Soy Heat Guard.”



#### **Property**

1. Changes heat damage into heat active power and makes thin and smooth film
2. Use soy protein which is superior in moisturizing effect among the plants
3. Preservative free, China compliant and Japanese quasi-drug compliant

### **Background**

SEIWA KASEI has focused on researching and developing of natural derived hydrolyzed proteins since its founding. We have succeeded in producing hydrolyzed keratin, collagen, silk, milk, pearl, soy, rice and pea protein and its derivatives for over 60 years.

Recently, the demand of plant protein increases due to popularity of natural or botanical concept. And many people use hair dryer and iron on a daily basis, so hair care ingredient including thermal protection effect is also required.

For these reason, Soy Heat Guard, the fusion of soy protein which has excellent moisturizing feature and heat active part is suitable for innovative cosmetics for hair care.

### **How to use**

Shampoo, conditioner or treatment to prevent hair from thermal damage of hair dryer. Curly lotion to prevent thermal damage of hair iron and keep hair styling.

### **Product Information of "Soy Heat Guard"**

Trade name	Promois™ WS-HSIGPD
INCI name	Hydrolyzed Soy Protein PG-Propyl Methylsilanediol and Water
Chinese INCI name	水解大豆蛋白 PG-丙基甲基硅烷二醇, 水

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About us: Cosmetic ingredient manufacturer in Japan

### **Special website**

iVC Vitamin C: <https://seiwakasei.jp/ivc/en/>

Virtual exhibition: <https://seiwakasei.jp/en/vb>