

The latest anti-frizz ingredient, Promois™ WR-CAQ makes beautiful straight hair

Frizzy hair is caused by various reasons such as dryness, coloring, heating or environmental factors. To prevent frizz, Promois™ WR-CAQ was newly designed from rice (*Oryza sativa*) for beautiful straight hair.



Property

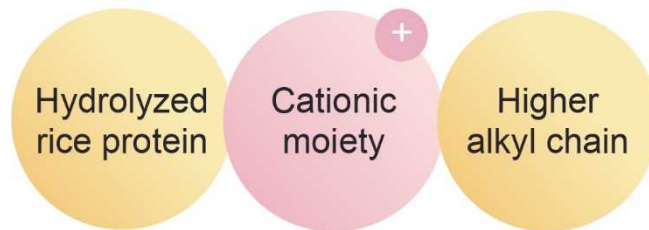
1. Focusing on anti-frizz.
2. Rice protein is used for silky texture.
3. Preservative free and China compliant.

Background

Cosmetic ingredient manufacture, SEIWA KASEI have developed hydrolyzed protein from natural source since establishment. Until now, we have succeeded in producing hydrolyzed protein derived from various origins, including plants and in alignment with the growing demand for botanical and eco-friendly cosmetics. Introducing the latest product Promois™ WR-CAQ, one of hydrolyzed protein

derivatives, was developed with focus on hair frizz. This product is made from hydrolyzed rice protein which is plant-derived and biodegradable.

Promois WR-CAQ



How to improve frizz

Hair frizz is caused by not only due to hereditary or age, but also due to accumulation of hair damage. Damaged hair is likely to get lost hair component protein and lipid, decrease hair strength, distort hair structure and become frizzy hair. In addition, damage hair is easy to be affected by change in humidity due to outside air or sweat. This situation also results in frizzy hair.



Promois WR-CAQ improves hair frizz by inhibiting hair deformation, 1)repairing hair damage and 2)controlling hair moisture by hydrophobization.

1) Repairing damage

Cationic part (positively charged) of Promois WR-CAQ adsorb to a part of damage hair (negatively charged) selectively and a part of hydrolyzed rice protein repairs hair damage, which results in anti-frizz hair.

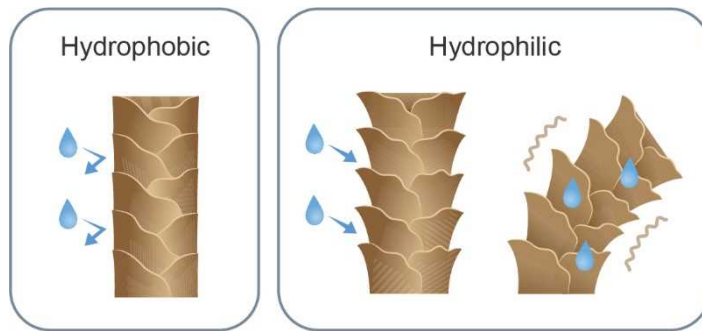
“Anti-frizz mechanism”



2) Hydrophobization

The structure of healthy hair consists of an outermost hydrophobic layer. Once the hair gets damage, its surface lacks hair barrier and becomes hydrophilic state. Under that, hair is affected by humidity and makes a difference between enlarged part and not-enlarged part with or without moisture. That makes hair deformation and causes frizz.

Promois WR-CAQ can control hair moisture balance due to its higher alkyl part restoring hair surface to hydrophobic state, which results in preventing frizzy hair.



How to use

Promois WR-CAQ is suitable for various hair care cosmetics such as conditioner, treatment or hair mist.

Product Information

Promois™ WR-CAQ

INCI name: Cocodimonium Hydroxypropyl Hydrolyzed Rice Protein, Pentylene Glycol, Water

SEIWA KASEI CO., LTD.

Address: 1-2-14, Nunoichi-cho, Higashi Osaka, Osaka, Japan

TEL: +81-72-987-2626

E-mail: sales@seiwakasei.co.jp

Website: <https://seiwakasei.jp/en/>

About us: Cosmetic ingredient manufacturer in Japan

Special website

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