

April 16, 2025

**SEIWA KASEI's Vistanol GDHR-Pure won 2nd place at the BSB Innovation Award 2025
in the Natural Functional Ingredient category**

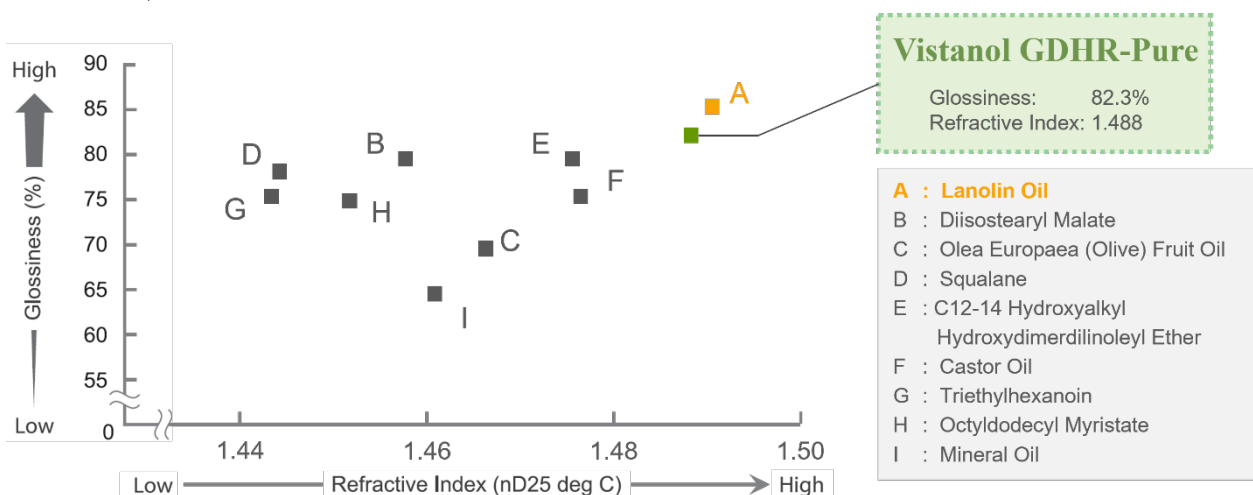


SEIWA KASEI announced that its cosmetic ingredient Vistanol™ GDHR-Pure received 2nd place in the Functional Ingredients category at the 23rd BSB Innovation Award, an international cosmetics award held on April 8, 2025, in Amsterdam, the Netherlands.

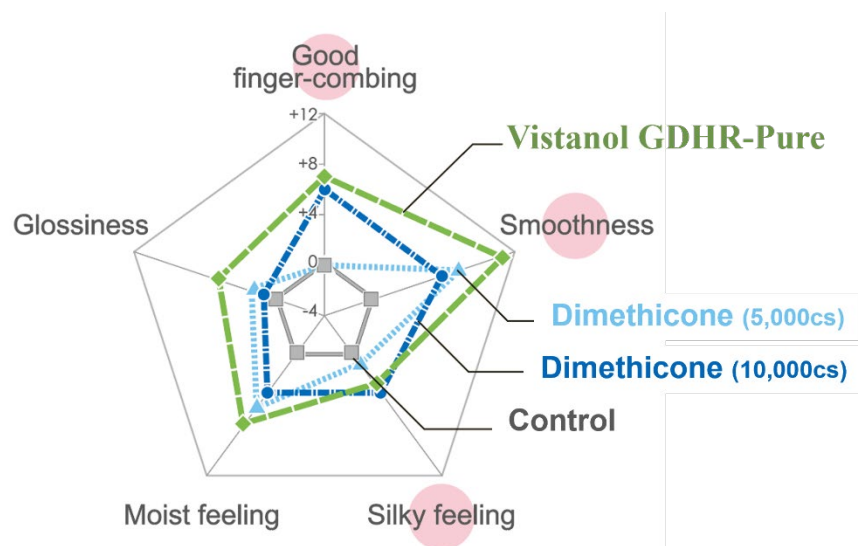
Background of the Award

Vistanol GDHR-Pure, developed by SEIWA KASEI, has been awarded 2nd place in the Functional Ingredients category at the BSB Innovation Award. The BSB Innovation Award is an internationally recognized award for cosmetic ingredients and finished products, selected by BSB, a European cosmetics consulting company headquartered in Hamburg, Germany.

The award-winning Vistanol GDHR-Pure is a 100% plant-derived, low-grease oil ingredient. It offers a gloss and emollient effect that closely resembles lanolin, a naturally occurring animal-derived fat.



In hair care applications, it provides a dimethicone-like texture even at low usage levels. Thanks to these features, it can serve as a plant-based alternative to lanolin and dimethicone, aligning with current market trends — a concept that was highly evaluated in the selection process.



About BSB Innovation Award 2025

The BSB Innovation Award is an accolade presented annually since 2002 by the cosmetics consulting company BSB, recognizing outstanding cosmetic products and cosmetic ingredients. Awards are given in various categories, including active ingredients and functional ingredients, for both finished products and raw materials. Despite the increasing number of entries each year, SEIWA KASEI has achieved the remarkable feat of winning awards for five consecutive years since 2021.

Product information

Product name: Vistanol™ GDHR-Pure

INCI name: Glyceryl Diisostearate/Hydrogenated Rosinate



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About us: Cosmetic ingredient manufacturer in Japan

Special website

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