

New Launch: 100% Plant-Derived Oil-Soluble Pea Protein
Promois™ EJ-118(CT)
Protein Repair × Oil Protection

SEIWA KASEI has introduced Promois™ EJ-118(CT), an innovative oil-soluble pea protein that upgrades oil cosmetics by providing protein-based repair from within. Promois™ EJ-118(CT) repairs hair damage for strong, shiny hair and moisturizes skin, making it ideal for hair oils and multi-functional cosmetic formulations.



Key Features of Promois™ EJ-118(CT)

1. 100% plant-derived oil-soluble pea protein, Isostearoyl Hydrolyzed Pea Protein.
2. Repair damaged hair, improving tensile strength and providing a smooth, silky and moisturized feel.
3. Helps prevent moisture loss from the skin.

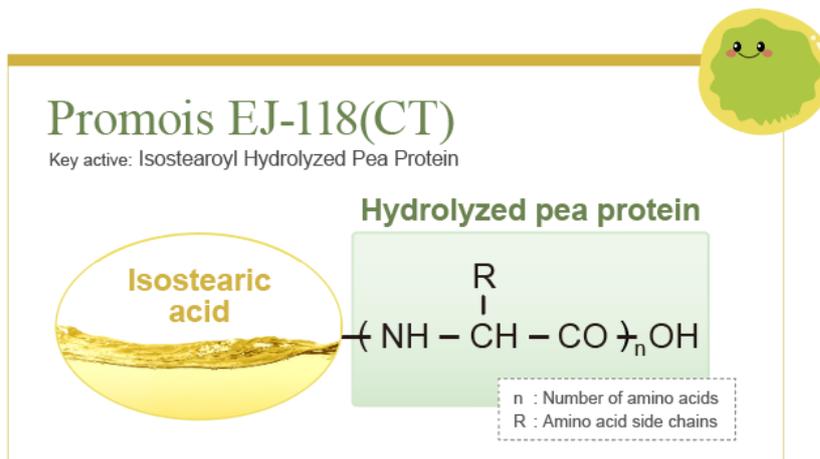
Development Background of Promois™ EJ-118(CT)

In recent years, concerns about hair damage caused by hair coloring, perming, and UV exposure have been increasing. As a result, protein-based repair approaches that focus on proteins, the main structural component of hair, have been widely used in hair care formulations. However, this concept has traditionally been realized mainly with water-soluble proteins, and incorporating proteins into oil-based formulations such as hair oils has been technically challenging.

SEIWA KASEI has previously developed oil-soluble proteins such as keratin, collagen, and silk.

Building on this expertise, we have now successfully developed a pea-derived oil-soluble protein Promois™ EJ-118(CT). Advantages of pea include being GMO-free, not listed as a major food allergen under Codex, EU, US or Japanese food regulations, and being associated with cardiovascular health benefits and antioxidant effects.

Promois™ EJ-118(CT) is the industry’s first ingredient with the unique INCI name “Isostearyl Hydrolyzed Pea Protein,” independently registered by SEIWA KASEI. Responding to the growing demand for plant-derived proteins, it offers new possibilities for protein-based hair repair in oil-based cosmetic formulations such as hair oils.



Application for Promois™ EJ-118(CT)

Promois EJ-118 (CT) is suitable for various oil-based cosmetic formulations, including hair oils, facial oils, massage oils, cleansing oils, and body oils. With benefits for both hair and skin, this ingredient enables a wide range of formulation possibilities.

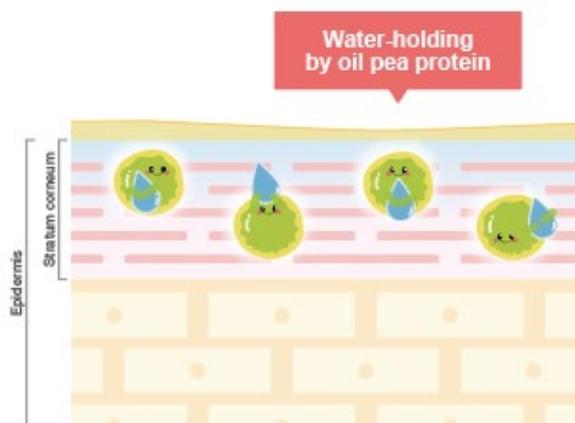
Hair Care

- Increases hair tensile strength
- Improves slip and manageability



Skin Care

- Prevents transepidermal water loss (TEWL)



Product Information

Product name : Promois™ EJ-118(CT)

INCI name : Isostearoyl Hydrolyzed Pea Protein, Caprylic/Capric Triglyceride

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[About us:](#) Cosmetic ingredient manufacturer in Japan

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