

## New Launch: Protesil™ JLH Protein Hybrid Polymer for Hair Color Retention and “Build-Up”<sup>\*1</sup> Hair” Solution

SEIWA KASEI has developed Protesil™ JLH (launched in July, 2026), a hybrid polymer that combines the hair care benefits of plant protein, the smooth feel of silicone, and the hydrophobicity of alkyl groups.

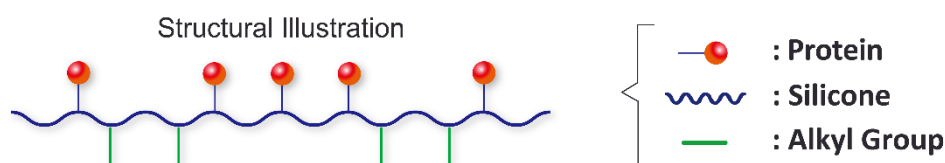
\*1 A deteriorated condition in which ingredients excessively build up on the hair surface.



### Development background of Protesil™ JLH

In the hair color market, polymer compounds that coat the hair surface are widely used to improve color development and color retention. However, excessive accumulation of these ingredients on the hair surface may lead to “build-up hair”, resulting in issues such as a heavy appearance and reduced hair texture.

Therefore, to address these issues, SEIWA KASEI has developed “Protesil™”, a multi-functional hybrid polymer composed of protein (hydrolyzed protein), a silicone backbone and alkyl groups as a proprietary color-care ingredient. Furthermore, we have developed “Protesil™ JLH” based on a plant-derived protein moiety.



### 3 Key Features of Protesil™ JLH

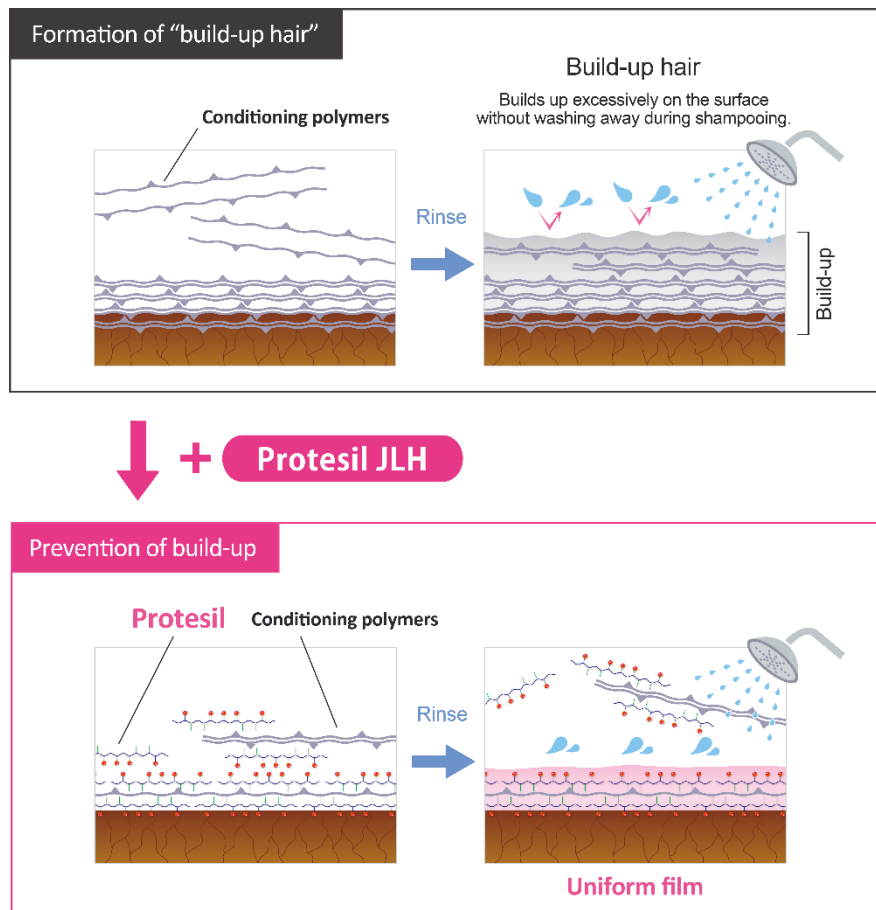
#### 1. Hair color retention

Improves hair color retention by forming a uniform coating on the hair surface.



#### 2. "Build-up hair" solution

Suppresses excessive adsorption of conditioning polymers, allowing excessive ingredients to be removed during shampooing and supporting the formation of a uniform coating film.



### 3. Damage repair

The protein moiety in the structure adsorbs onto the hair and helps repair damage caused by hair coloring and daily stress.

- ✓ Cuticle Repair (conditions the hair surface)
- ✓ Improved Water Retention (prevents dryness)
- ✓ Enhanced Texture & Appearance (finger-combing & glossiness UP)

### **Application for Protesil™ JLH**

#### ■ Recommended uses

- Color care shampoo
- Color care treatment
- Hair mask

#### ■ For such needs

- Improves the hair color retention
- Reduces the heavy and sticky feel caused by “build-up”
- Achieves a lightweight finish

### **Product Information**

Product name : Protesil™ JLH

INCI name : Trimethylsilyl Hydrolyzed Pea Protein PG-Propyl Methylsilanediol Crosspolymer, Water

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

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