



HYALOVEIL

# Innovation for Skin & Hair care Stays on all day

-Partially Cationized Hyaluronic Acid-

**Hyaloveil®-P**

Hyaloveil®-P is a new "adsorptive" type hyaluronic acid, not easily washing off from skin and hair.

In addition to "moisture retention" and "visco-elasticity" of common type of hyaluronic acid, "adsorptive" property of Hyaloveil®-P makes it possible to stay longer on skin and hair.

"Moisture veil" of Hyaloveil®-P covers the surface of skin and hair, and keeps them moisturized even after cleansing or shampoo.

Kewpie Corporation  
Fine Chemical Division



4-13, 1-chome, Shibuya, Shibuya-ku, Tokyo, 150-0002, Japan

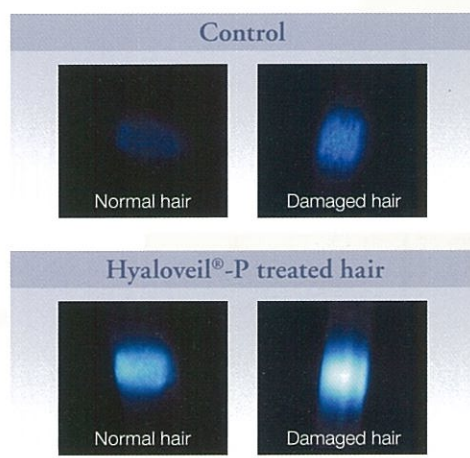
URL <http://www.kewpie.co.jp/english/fc>

e-mail: [kewpiefc@kewpie.co.jp](mailto:kewpiefc@kewpie.co.jp) Tel: +81-3-3486-3338 Fax: +81-3486-4640



# Hyaloveil®-P, not easily washing off from skin and hair

**1 Adsorption to hair "I,"** Hyaloveil®-P treated hair showed stronger fluorescence than control.



► Hyaloveil®-P significantly adsorbs both normal hair and damaged hair.

**2 Adsorption to hair "II,"**

## Test Method

0.005% solution of Hyaloveil®-P

← Damaged (Bleached) hair

Soaked (40°C × 10 min.)

Assay in the drained solution by liquid chromatograph



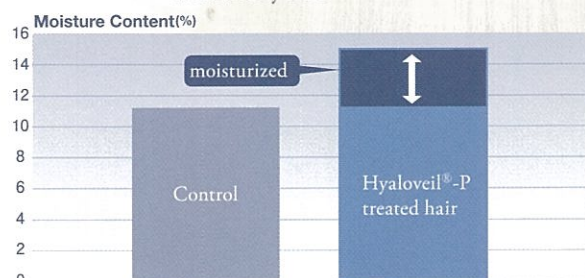
► Hyaloveil®-P stays much more on hair by ionic bond.

**3 Hair moisturizing effect (assuming in-bath usage)**

Hyaloveil®-P 0.2% solution  
← Damaged (Bleached) hair  
Soaked (40°C × 5 min.)

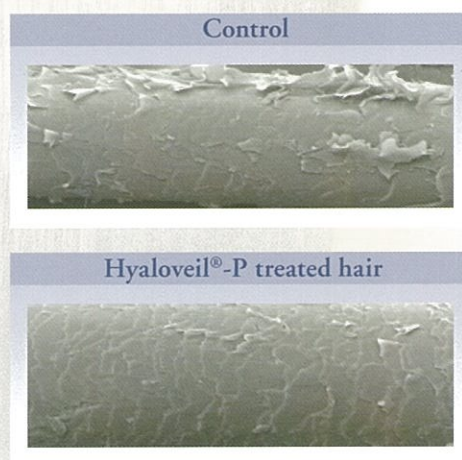
## Test Method

Washed  
Dried  
Measured by DSC



► Hair moisture is increased by Hyaloveil®-P treatment.

**4 Cuticle reparation**



► Lift-ups of cuticles of hair are repaired by Hyaloveil®-P treatment.

**5 Adsorption to skin**

① Hyaloveil®-P 1% solution  
② Common hyaluronic acid 1% solution

Applied to forearm

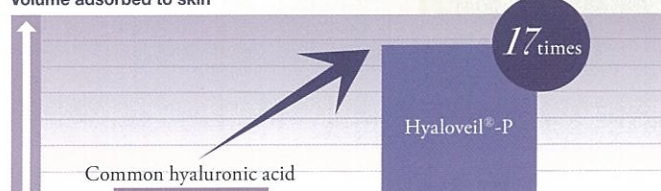
Left there for 3 min., then washed

Adhesive tape stripping (twice)

Measured the residue of hyaluronic acid from

① and ② in the tape by HPLC

Volume adsorbed to skin



► Hyaloveil®-P stays much more on skin by ionic bond.

**6 Skin moisturizing effect**

① Hyaloveil®-P 1% solution  
② Common hyaluronic acid 1% solution

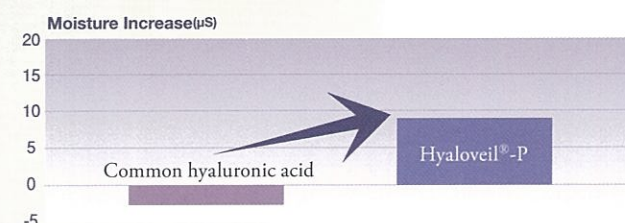
Applied to forearm

Left there for 3 min., then washed

Dried

15 min. after drying, measured the moisture content (SKICON-200)

## Test Method



► Hyaloveil®-P moistens skin even after washing.