

# Innovation for Skin & Hair care Stays on all day

-Partially Cationized Hyaluronic Acid-

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

Hyaloveil®-P

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



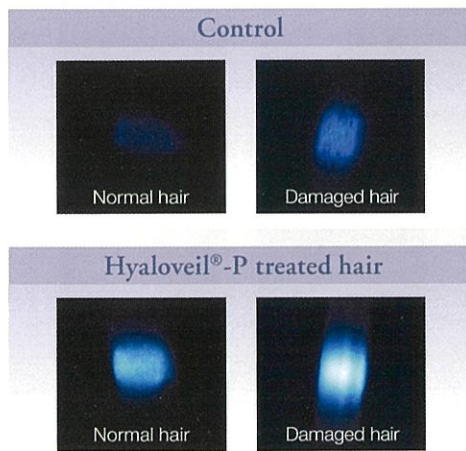
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# Hyaloveil®-P, not easily washing off from skin and hair

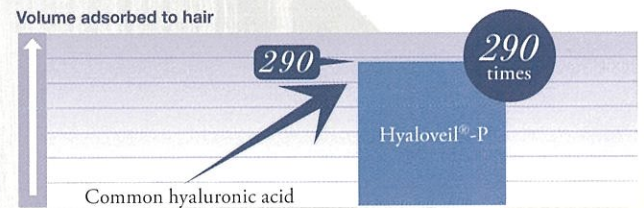
**1 Adsorption to hair "I,"** Hyaloveil®-P treated hair showed stronger fluorescence than control.



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

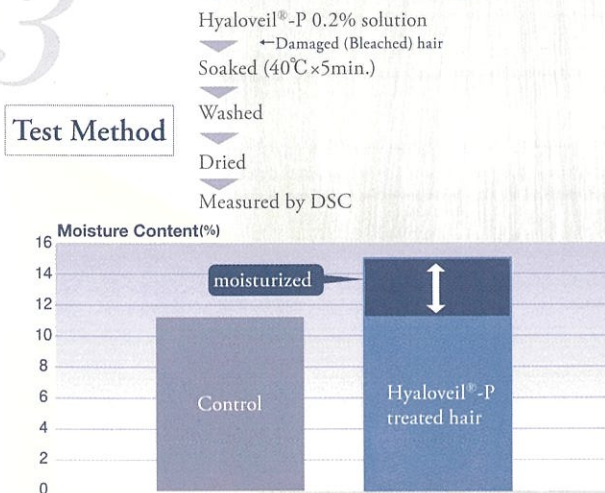
**2 Adsorption to hair "II,"**

0.005% solution of Hyaloveil®-P  
 ← Damaged (Bleached) hair  
**Test Method**  
 Soaked (40°C×10min.)  
 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)**



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

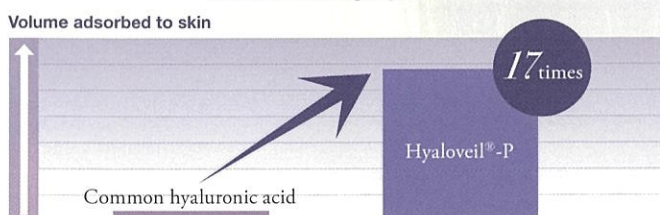
**4 Cuticle reparation**



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

**5 Adsorption to skin**

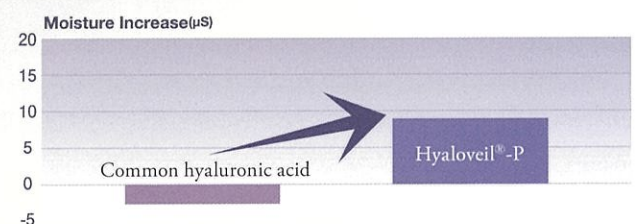
① Hyaloveil®-P 1% solution  
 ② Common hyaluronic acid 1% solution  
 Applied to forearm  
**Test Method**  
 Left there for 3 min., then washed  
 Adhesive tape stripping (twice)  
 Measured the residue of hyaluronic acid from  
 ① and ② in the tape by HPLC



▶ 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  
**Test Method**  
 Left there for 3 min., then washed  
 Dried  
 15min. after drying, measured the moisture content (SKICON-200)



▶ Hyaloveil®-P moistens skin even after washing.