



Raw materials collection for hair care

We propose domestic and natural materials
that can be expected
to be effective for hair treatments

for Hair Care

for Hair Care

Hair protection effect (UV/sunlight) | P4

Squeezed Rice Oil

Suppression of hair damage caused by washing | P3・P5

KOHAKUYUKI-Sake Lees Aging Fermented Extract
SACRAN

Moisturizing the hair | P5

SHONAI BIJIN-Rice Fermented Extract (SAKE)
AF SHONAI BIJIN-Rice Fermented Extract (SAKE)

Scalp care | P8

Suika(Watermelon) Extract Obanazawa
Cherry Koken
Cherry Powder Koken
LaFrance Powder Koken
Shonai Kaki Powder Koken

Styling | P4

Squeezed Rice Oil

Hair surface repair | P5・P6

SHONAI BIJIN-Rice Fermented Extract (SAKE)
KOHAKUYUKI-Sake Lees Aging Fermented Extract
Soluge
AtelocollagenSS*

Combability | P4・P6

Squeezed Rice Oil
Soluge
AtelocollagenSS*

Preventing the fading of hair coloring agents | P3・P5・P6

Pholitect
SACRAN
AF SHONAI BIJIN-Rice Fermented Extract (SAKE)
Soluge
AtelocollagenSS*

*Tilapia Atelocollagen SS

Products list for hair care

Category	Product name	INCI Name	Outline	Features	Page
Natural macromolecule	Pholitect BG Pholitect PE	Pholiota Microspora Polysaccharides *For products destined for China, it can be read as Polyamino Sugar Condensate	The first anti-inflammatory botanical shield polymer in the world!	• Preventing the fading of hair coloring agents	P3
	SACRAN SACRAN B (P)	Aphanothece Sacrum Polysaccharides	A biomass material discovered from a Japanese blue-green algae	• Preventing the fading of hair coloring agents • Suppression of hair damage caused by washing	
Raw materials derived from Japanese rice	Squeezed Rice Oil	Oryza Sativa (Rice) Bran Oil	Natural premium oil made purely from Japanese rice bran	• Hair protection effect (UV/sunlight) • Damage care effect • Combability • Styling	P4
	SHONAI BIJIN-Rice Fermented Extract (SAKE) BG	Rice Ferment Filtrate (Sake)	The multifunctional rice fermented extract developed using an ancient Japanese traditional technique	• Moisturizing the hair • Hair surface repair	P5
	AF SHONAI BIJIN-Rice Fermented Extract BG	Rice Ferment Filtrate (Sake)	A fermented ancient Japanese material resulting from the pursuit of friendliness toward the skin and the environment	• Moisturizing the hair • Preventing the fading of hair coloring agents	
	KOHAKUYUKI Sake Lees Aging Fermented Extract BG	Oryza Sativa (Rice) Lees Extract	Materials purely made in Japan produced using the fermentation technology of a long-established sake brewery	• Suppression of hair damage caused by washing • Hair surface repair	
Collagen	Tilapia Atelocollagen SS 1% GPD Tilapia Atelocollagen SS 1% PE	Succinoyl Atelocollagen	Native collagen with added succinic acid for excellent texture and formulation suitability	• Hair surface repair • Preventing the fading of hair coloring agents • Combability	P6 P7
	Tilapia Soluge 1% GPD Tilapia Soluge 1% PE	Atelocollagen	Middle-sized molecule collagen manufactured using an atelocollagen extraction technology, a method for manufacturing medical collagen	• Hair surface repair • Preventing the fading of hair coloring agents • Combability	
Japanese plant-derived raw materials	Suika(Watermelon) Extract Obanazawa BG	Citrullus Lanatus (Watermelon) Fruit Extract	Fruit extract from energy-filled young picked watermelon	• Scalp care	P8

Natural macromolecule

Japanese plant-based raw materials that are unique and sustainable

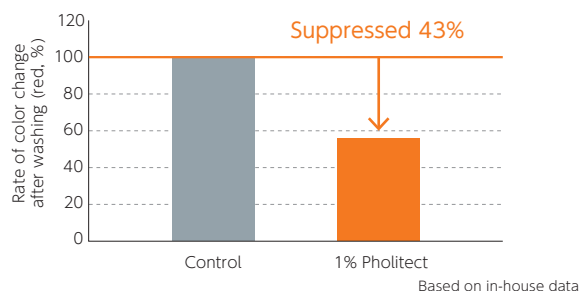
Natural raw materials protect and care for your scalp and hair.

Pholitect

The first anti-inflammatory botanical shield polymer in the world!

Preventing the fading of hair coloring agents

White hair was dyed with a hair color. Bundles of dyed hair were washed by shaking them in a 1% SDS solution that contained water (control) or a 1% Pholitect solution and rinsed with running water. The water was removed, and hair was dried with a hair dryer. This procedure was repeated five times. Then, the changes in hair color before after rinsing were measured using a chronometer.



	Control	1% Pholitect
Red		
Navy		

Based on in-house data

It is expected to prevent the fading of hair coloring agents.

Smooth foam shampoo

	Ingredients	Blending rate (%)
A	Water	up to 100
	Betaine	0.1
	Disodium EDTA	0.1
	Polyquaternium-10	0.25
	Isopropyl Alcohol	0.15
B	Sodium Chloride	Appropriate amount
	Phenoxyethanol	0.6
	Pentylene Glycol	2
	Ethylhexylglycerin	0.3
	Tocopherol	Appropriate amount
	Pholitect BG	1
C	Sodium Lauroyl Sarcosinate	1.5
	Cocamidopropyl Betaine	2.1
	Sodium Lauryl Sulfoacetate	5
	Disodium Laureth Sulfosuccinate	6.9
	Sodium Carbonate	Appropriate amount
D	Citric Acid	Appropriate amount

pH5 ~ 5.5

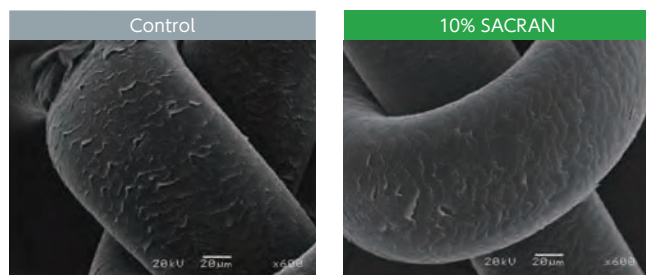
Production methods	① Heat A and B to 80 °C and dissolve them in the solution.
	② While keeping the temperature at 80 °C, add C and dissolve it in the solution.
	③ Add D to the solution, dissolving it.
	④ After confirming that D is completely dissolved, cool to 30 °C. For more detailed production methods, please contact our sales representative.

SACRAN™

A biomass material discovered from a Japanese blue-green algae

Suppression of hair damage caused by washing

Damaged hair was treated with either water (control) or a 10% SACRAN solution (0.05% Aphanothece sacrum polysaccharide), then rinsed with water and dried. This was repeated 10 times and observed with an electron microscope (SEM).

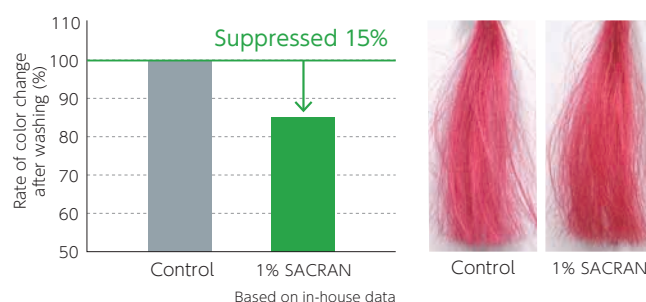


By adding SACRAN, smoothness while washing hair was improved and cuticle improvement effects were observed. Based on in-house data

When added to in-bath products, it is expected to improve smoothness and squeaking sensation when washing hair.

Preventing the fading of hair coloring agents

White hair was dyed with a hair color. Bundles of dyed hair were washed by shaking them in a 1% SDS solution that contained water (control) or a 1% SACRAN solution (0.005% Aphanothece sacrum polysaccharide) and then rinsed with running water. The water was removed, and hair was dried with a hair dryer. This procedure was repeated five times. Then, the changes in hair color before after rinsing were measured using a chronometer.



It is expected to repair the surface of the hair and prevent the outflow of dye to control hair color fading.

Cosmetics raw materials derived from Japanese rice

Cosmetics raw materials developed through a natural manufacturing process using carefully selected Japanese rice

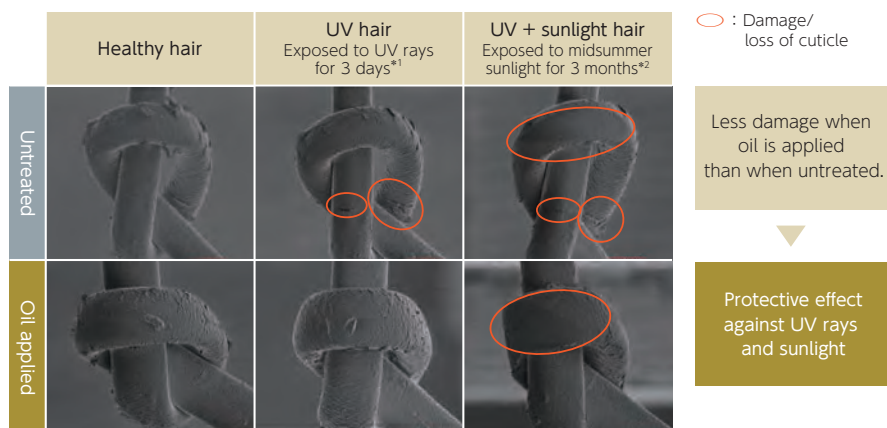
This raw material utilizes traditional Japanese fermentation techniques inspired by sake and sake lees, which are deeply rooted in Japan's cultural heritage. It contains a diverse range of rice-derived compounds and fermented bioactives that function to protect hair from multiple forms of damage, leading to beautiful hair.

Squeezed Rice Oil

Natural premium oil made purely from Japanese rice bran

Hair protection effect (UV/sunlight)

Untreated and oil-applied healthy hair is irradiated with UV and sunlight, and hair condition is observed with a scanning electron microscope (SEM).



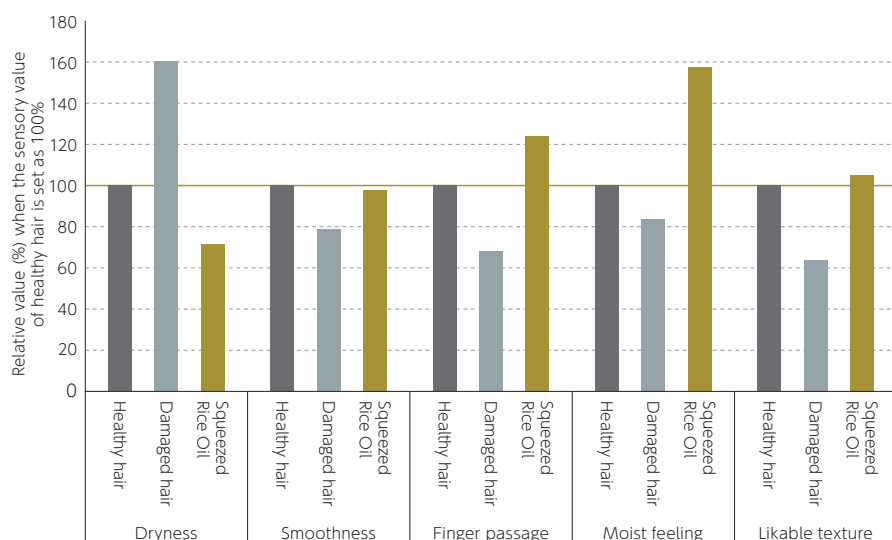
*1 UV treatment: Irradiated by 254nm wavelength UV radiation for 3 J/cm² (daily total UVB exposure is 1-2 J/cm²)
 *2 Sunlight treatment: Irradiated with light at a wavelength of 300-800nm for 6.5 hours (a total of 1,800J/cm², equivalent to 3 months of exposure when spending an hour outside at noon in midsummer)
 Based on in-house data

The application of Squeezed Rice Oil can be expected to protect hair from UV rays.

Damage care effect

Sensory evaluation for hair

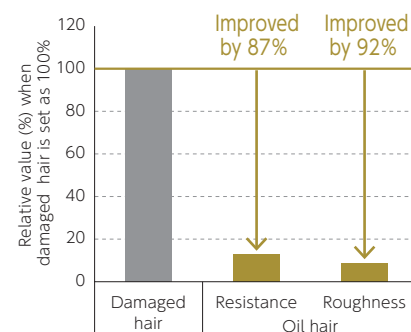
Squeezed Rice Oil is applied to damaged hair, and sensory evaluation is conducted to compare it with healthy and damaged hair.



With the application of Squeezed Rice Oil, the dryness, smoothness, passage of fingers through the hair, and moist feeling of bleached damaged hair are improved to the same as or better than healthy hair, and the hair texture is also improved to the same level as healthy hair.

Smooth combing

Resistance and roughness of damaged hair and oil hair (damaged hair with Squeezed Rice Oil applied to it) are measured with a friction meter to evaluate how smoothly the hair flows through a comb.

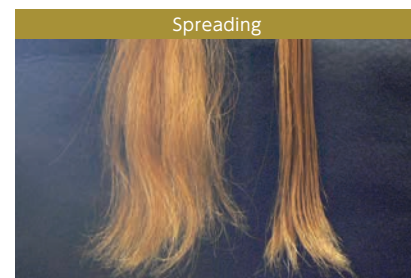


Based on in-house data

Squeezed Rice Oil improves resistance and roughness experienced when combing damaged hair, leading to smoother hair.

Styling

Spreading



Not applied

Applied

Gloss



Not applied

Applied

Based on in-house data

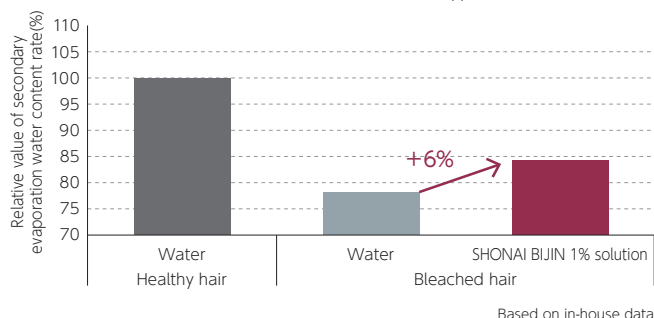
The application of Squeezed Rice Oil prevents hair from spreading due to damage for a manageable and glossy finish.

SHONAI BIJIN-Rice Fermented Extract (SAKE)

The multifunctional rice fermented extract developed using an ancient Japanese traditional technique

Moisturizing the hair

Healthy hair/bleached hair was soaked in each sample and left at rest in a thermostatic chamber for 24 hours. Then, the secondary evaporation water content rate was measured for each type of hair.



Confirmed the effect of replenishing moisture lost due to damage

Hair surface repair

The damaged hair was observed with SEM, and after applying SHONAI Rice Fermented Extract to the damaged hair, it was observed again with SEM.



Based on in-house data

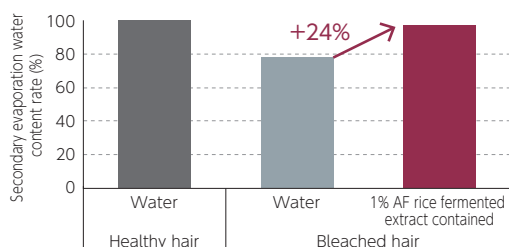
Confirmed the repair effect on the hair surface

AF SHONAI BIJIN-Rice Fermented Extract

A fermented ancient Japanese material resulting from the pursuit of friendliness toward the skin and the environment

Moisturizing the hair

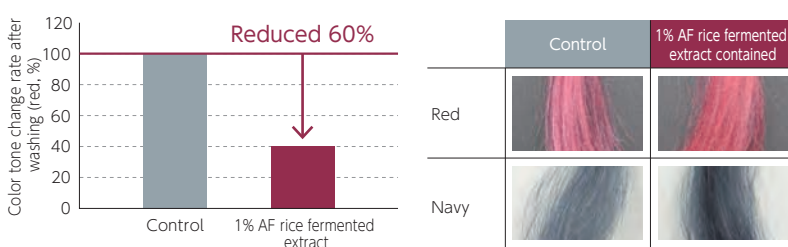
Healthy hair/bleached hair was soaked in each sample and left at rest in a thermostatic chamber for 24 hours. Then, secondary evaporation water content rate was measured for each type of hair.



The natural water retention ability of the hair was restored to the level of healthy hair after having been lost due to damaging treatment.

Preventing the fading of hair coloring agents

A bundle of dyed hair was washed by shaking with a cleaning solution containing 1% control (1% SDS solution) or AF rice fermented extract. It was rinsed with running water and dried with a hair dryer. With the process above as determined above, the procedure was repeated five times. Change in color tone was measured with a chromometer before and after washing.



Organic acids (malic acid and succinic acid), amino acids and other hair repairing ingredients included in AF rice fermented extract prevent the discharge of dye during washing and they reduce the fading of hair coloring agents.

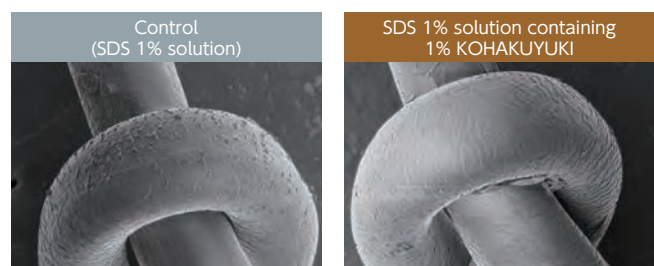
Expected to prevent the fading of hair coloring agents by compensating for lost moisture in hair and by repairing the damaged inside hair.

KOHAKUYUKI-Sake Lees Aging Fermented Extract

Materials purely made in Japan produced using the fermentation technology of a long-established sake brewery

Suppression of hair damage caused by washing

Damaged hair was washed with a controlled solution (1% SDS solution) or a controlled solution containing 1% aging sake lees extract, dried with a towel, and then dried using a dryer. This was repeated 10 times and observed with an electron microscope (SEM).

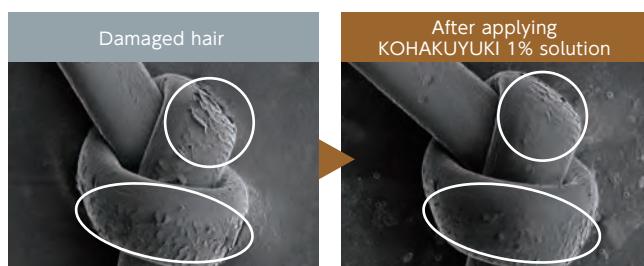


Based on in-house data

Confirmed the effect of suppressing frictional damage during washing

Hair surface repair

The damaged hair was observed with SEM, and after applying KOHAKUYUKI-Aging Fermented Sake Lees Extract to the damaged hair, it was observed again with SEM.



Based on in-house data

Confirmed the repair effect on the hair surface

Atelocollagen

Collagen with high biological compatibility from a medical device manufacturer

Collagen is the main component of the skin and bones. In particular, approximately 70% of the dermis which contains hair roots and follicles is composed of collagen. If the amount or quality of collagen declines, this may cause wrinkles, cause the skin to sag, or reduce the elasticity of the skin.

Types and Applications of Collagen

High molecular weight (MW: 300,000)

Also referred to as Native collagen. This type of collagen is made up of high molecular weight proteins arranged in a triple helix structure, giving it an elongated shape. It has excellent moisturizing properties and barrier properties against external stressors.

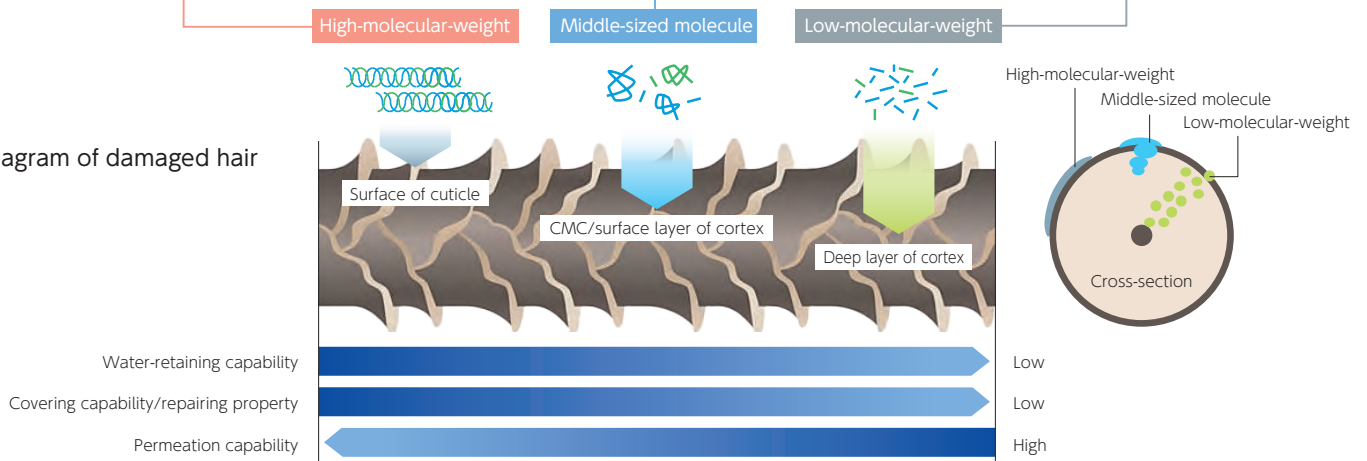
Middle-sized molecular weight (MW: 10,000-100,000)

A new concept and new size of collagen that has never been seen on the market before. This collagen offers a well-balanced combination of the characteristics of both high and low molecular weight collagen, delivering multiple benefits to the hair.

Low molecular weight (MW: up to several thousand)

This type of collagen is produced through the hydrolysis of collagen. It is believed to permeate deep into the hair and provide effective results.

Diagram of damaged hair



Recommended Raw Materials

High molecular weight

Atelocollagen SS

Native collagen with added succinic acid, which is effective in caring for damaged hair

Middle-sized molecule

Soluge

A new collagen concept that is highly effective and makes it possible to flexibly design formulations

Hair surface repair (cuticle protection)

Damaged hair was examined using a scanning electron microscope (SEM). Each sample of damaged hair was soaked in an aqueous solution containing 1% (0.01% collagen) for five minutes, the hair was dried overnight, and then the hair was examined again using a SEM.

Atelocollagen SS

Damaged hair

After application

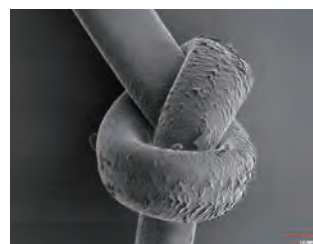


Based on in-house data

Soluge

Damaged hair

After application

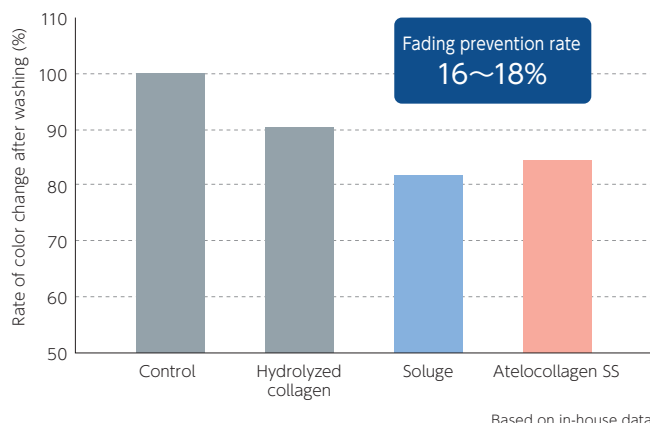


Based on in-house data

It was confirmed to both Soluge and AtelocollagenSS are effective for coating damaged cuticles and conditioning hair.

Preventing the fading of hair coloring agents

White hair was dyed with a hair color. Bundles of dyed hair were washed by shaking them in a cleaning solution containing 1% sample (1% SDS) and rinsed with running water. The water was removed, and hair was dried with a hair dryer. This procedure was repeated five times. Then, the changes in hair color before after rinsing were measured using a chromometer.

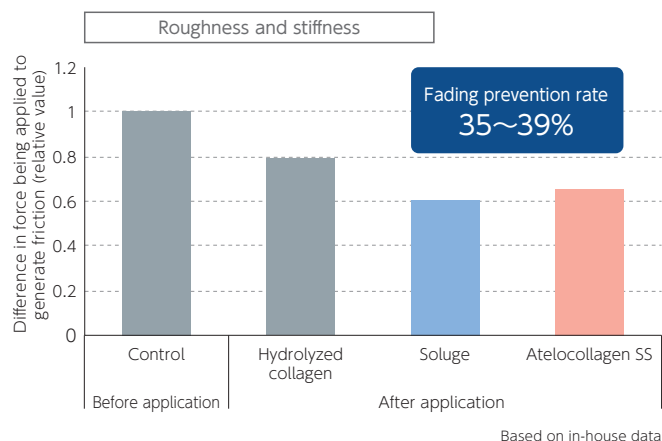
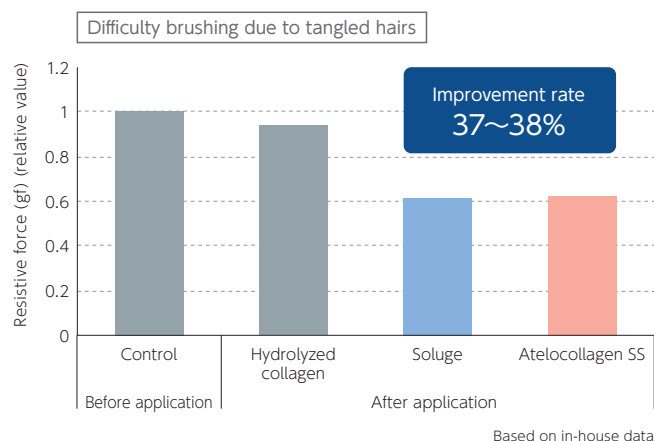


Based on in-house data

It was confirmed that both AtelocollagenSS and Soluge are effective for preventing hair color fading.

Improved ease of combing

Healthy hair and damaged hair were examined using a tribometer to determine ease of combing. Each sample of damaged hair was then soaked in an aqueous solution containing 0.1% (0.001% collagen) and examined again using a tribometer.



Both Soluge and AtelocollagenSS address difficult hair brushing caused by hair damage to make the hair smooth and eliminate roughness and stiffness.

Formulation with Collagen

Damage Repair Collagen Hair Pack

Collagen-Based Repair	Two types of collagen components help repair damaged hair cuticles.
Collagen Coating Effect	A collagen-based wrapping effect smooths the hair surface, enhancing comb-through and overall feel.
Improved Color Retention	Collagen repairs the hair surface, helping maintain hair color for longer-lasting results.

Production methods	<ol style="list-style-type: none"> 1 Dissolve A by heating it at 80 °C. 2 After dissolving A, add B to the solution and mix. 3 Cool to 40 °C 4 Add C, D, E, and F in order, stirring the solution. 5 Cool to 35 °C. <p>For more detailed production methods, please contact our sales representative.</p>
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	Ingredients	Blending rate (%)
A	Water	up to 100
	Behentrimonium Chloride (80%)	2.5
	Isopropyl Myristate	2
	Dipropylene Glycol	5
	Steareth-7	1
	Soluge	1
	Sodium Benzoate	Appropriate amount
B	Stearyl Alcohol	5
C	Dimethicone	2
D	Citric Acid	Appropriate amount
E	Disodium EDTA	Appropriate amount
F	Atelocollagen SS	0.1%

pH4 ~ 5

Botanical Extracts and Powders

Upcycled Japanese botanical raw materials produced using natural methods (hot water extraction and freeze-drying)

Plant-derived fruit acids, amino acids and polyphenols condition the skin and lead to a healthy scalp.

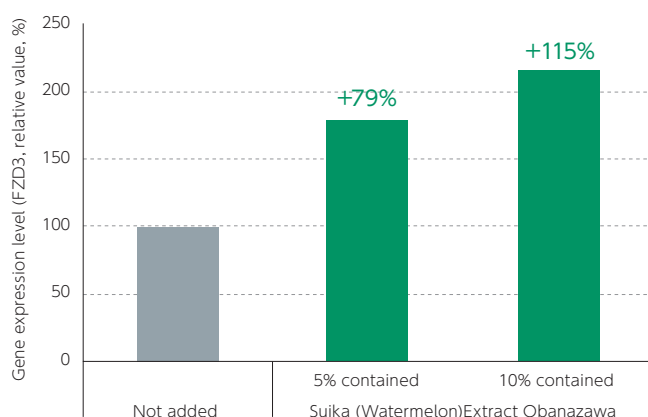
Suika (Watermelon) Extract Obanazawa

Young-picked fruits with full of energy

Scalp care

Promotion of FZD3 synthesis

Each of the samples was added to human fibroblasts. Following culturing, the cells were analyzed using a DNA microarray, and the gene expression level was analyzed.



The level of expression of the gene involved in hair follicle generation increased.

Based on in-house data

It is expected to condition the scalp environment.

Recommended raw materials for scalp care

Hair follicle generation (gene expression)

Suika(Watermelon) Extract Obanazawa

Hydrating

Suika(Watermelon) Extract Obanazawa
Cherry Koken
Cherry Powder Koken
LaFrance Powder Koken
Shonai Kaki Powder Koken

Prevents the loss of firmness and sagging

Cherry Koken
Cherry Powder Koken
LaFrance Powder Koken
Shonai Kaki Powder Koken

Anti-glycation care

Suika(Watermelon) Extract Obanazawa

Antioxidant care

Suika(Watermelon) Extract Obanazawa
Cherry Koken
Cherry Powder Koken
LaFrance Powder Koken
Shonai Kaki Powder Koken

Anti-inflammatory care

Suika(Watermelon) Extract Obanazawa
Cherry Koken
Cherry Powder Koken

Improvement of rough skin

Cherry Powder Koken

Deodorant effect

Shonai Kaki Powder Koken

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Contact

KOKEN CO., LTD.

1-4-14 Koraku, Bunkyo-ku, Tokyo 112-0004, Japan

TEL 81-3-3868-0560 FAX 81-3-3816-3570

<https://koken-cosme.com/en/>

