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Milbon Receives Award from SCC for Best Paper in the Haircare Technology Category

-Joseph P. Ciudelli Award for Hair Repair Technology that Binds Keratin-

Milbon Co., Ltd. (head office: Chuo-ku, Tokyo, President and CEO: Hidenori Sakashita), a manufacturer of salon-exclusive haircare products, announces that it has been awarded the Joseph P. Ciudelli Award by the Society of Cosmetic Chemists (SCC)^{*1} in the United States for a research paper written in cooperation with principal investigator Asao Yamauchi of the Osaka Research Institute of Industrial Science and Technology (ORIST).

SCC publishes the Journal of Cosmetic Science^{*2}, an academic journal that publishes important research results in the field of cosmetic science. The Joseph P. Ciudelli Award is an award that recognizes the best paper among papers on haircare technology published in the Journal of Cosmetic Science during the previous year. The award is only granted when a paper is deemed deserving, resulting in certain years where it has not been awarded.

The award ceremony was held on December 11, 2024 at the SCC78 Annual Meeting in Los Angeles.

[Award Overview]

Publication: Journal of Cosmetic Science, 2023, VOLUME 74 No. 3, p.143-157

Title of paper: Repairing Bleach-Damaged Hair by Treating With Polyphenol in the Presence of Cu (II) Ions

Authors: Masato Yoshida, Ryo Maruyama, Asao Yamauchi

[Research Overview]

Hair coloring and bleaching damage the proteins in hair, and subsequent hair washing gradually leaches out the proteins. As a result, the hair becomes unmanageable, eventually leading to hair breakage and split ends. Therefore, Milbon, in cooperation with the Osaka Research Institute of Industrial Science and Technology, developed a new hair repair technology that "prevents leaching by forming bonds to proteins." ([News release of November 20, 2020: Milbon Develops Technology Enabling Shape Memory at the Molecular Level of the Beautiful Condition of Hair Immediately after Coloring](#)).

In this paper, we further advanced the research by elucidating the "Mechanism of protein binding" within damaged hair and reporting the results.

[Future Vision]

We have begun to use this technology in various haircare products to essentially repair hair damaged by hair coloring and bleaching, and will further expand its use in the future.

Milbon will continue to advance innovative hair examination and formulation research to develop highly-functional products.

«Terminology»

* 1 SCC: Society of Cosmetic Chemists

Founded in 1945, SCC is an academic and research organization for cosmetics in the United States. It is a member of the International Federation of Societies of Cosmetic Chemists (IFSCC)^{*3}.

* 2 Journal of Cosmetic Science

An academic journal on cosmetics published since 1947, which publishes several dozen papers each year.

* 3 IFSCC: The International Federation of Societies of Cosmetic Chemists

An international federation of cosmetic technical expert societies founded in 1959, consists of 81 countries and regions.

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