



## News Release

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**aminobeauty™ from Ajinomoto®:**  
**Amino Acid-based Products Help Keep Hair and Skin Healthy, Strong and Beautiful**  
*Discover aminobeauty at the 2016 NYSCC Suppliers' Day, May 10-11*

**Raleigh, NC (April 20, 2016)** – Amino acids, the building blocks of protein, are key nutrients, vital for a healthy body. For years, nutrition, health and fitness experts have extolled the benefits of amino acids and their part in building strong muscles, joints and bones. As important as amino acids are to the inside of the human body, they are just as essential to the outside. Amino acids supply nutrients to nourish the skin, hair and nails, strengthening connective tissue and keeping the skin smooth and elastic, the nails firm and the hair strong.

For more than 100 years, Ajinomoto has dedicated itself to the science and development of products based on the properties and functions of natural amino acids, and the company now leverages that knowledge to manufacture the highest-quality health and beauty products to help top brands meet the requirements of their customers who demand only the purest, most effective products to keep them feeling beautiful - inside and out. These Specialty and Personal Care products share the name **aminobeauty**.

Ajinomoto's **aminobeauty** celebrates the joy of life, at every stage and in all its diversity. Nature gives power and beauty to life through amino acid-based materials. With **aminobeauty**, nature's gift is ours - to create and maintain beautiful skin and hair throughout our lives.

Ajinomoto will unveil four new additions to the **aminobeauty** family of products at the [2016 New York Society of Cosmetic Chemists Suppliers' Day](#), May 10 and 11 at the New Jersey Convention and Exposition Center in Edison, NJ.

**The newest additions to the aminobeauty line to be introduced at NYSCC Suppliers' Day:**

**AQUADEW® SPA-30B**

AQUADEW SPA-30B is an anionic moisturizer derived from the amino acid Aspartic Acid, which occurs naturally in the protein of vegetables such as asparagus and soybean. AQUADEW SPA-30B leaves skin feeling moist, smooth and completely tackless. For hair care application, AQUADEW SPA-30B moisturizes hair and improves hair manageability. It is also effective for protecting hair from split ends and breakage.

**Download the AQUADEW SPA-30B product information [HERE](#).**

**AMISAFE® LL-DS-22**

AMISAFE LL-DS-22 is an amino acid-based texture modifier derived from L-Lysine, Lauric Acid and Sebacic Acid. In foaming cleansing products, AMISAFE LL-DS-22 functions as a foam booster and imparts silky smoothness to dry skin and hair.

**Download the AMISAFE LL-DS-22 product information [HERE](#).**

### **AMISOFT® ECS-22W**

AMISOFT ECS-22W is a natural, cost-effective, petroleum-free, biodegradable, mild, anionic surfactant produced from L-Glutamic acid and plant-derived palm kernel fatty acid. AMISOFT ECS-22W has an excellent conditioning effect, leaving skin with a moisturized feeling without tautness, and leaving hair silky, without a dry, course feel.

**Download the AMISOFT ECS-22W product information [HERE](#).**

### **AMILITE® GCK-12H**

AMILITE GCK-12H is a cleansing agent based on glycine, the main amino acid found in human collagen, and coconut fatty acids. It produces creamy and resilient foam under neutral to alkaline conditions, even in the presence of 5-7% Oil. AMILITE GCK-12H leaves a fresh feeling on the skin after washing without a taut feeling.

**Download the AMILITE GCK-12H product information [HERE](#).**

*aminobeauty* materials are ideal for companies looking for sulfate-free, paraben-free, natural, mild, gentle, biodegradable, green products. As a truly global company, Ajinomoto is committed to environmental sustainability. The Ajinomoto Group strives to tackle issues and contribute to real-world solutions through responsible business practices.

*aminobeauty* is manufactured by Ajinomoto North America, Inc., a global leader in amino science with more than 100 years of amino acid research and development experience. *aminobeauty* is made with Ajinomoto amino acids to ensure that every product delivers the highest quality ingredients. Companies rely on Ajinomoto amino acids because of their efficacy and also because Ajinomoto's strict quality control, extensive product testing and adherence to manufacturing regulations guarantee safety. Companies and consumers around the world trust Ajinomoto for technical and R&D support time and again.

**Ajinomoto North America will introduce four new *aminobeauty* products at the [2016 New York Society of Cosmetic Chemists Suppliers' Day](#), May 10 and 11 at the New Jersey Convention and Exposition Center in Edison, NJ. Visit Ajinomoto North America at [booth #131](#) to experience *aminobeauty* for yourself.**

For more information, visit [ajiaminobeauty.com](http://ajiaminobeauty.com)

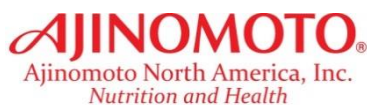
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### **About Ajinomoto North America**

Ajinomoto North America, Inc. is a wholly owned subsidiary of Ajinomoto Co., Inc. (Ajinomoto). Ajinomoto is recognized as a global leader in the research, development, manufacture and sale of amino acid-based products for the pharmaceutical, nutraceutical, sports nutrition, health and beauty industries as well as food ingredients and consumer food products. The company opened its first American office in New York in 1917 and has since grown and expanded its presence, establishing production facilities in North Carolina and Iowa and opening sales offices in New Jersey and Illinois. Ajinomoto North America leverages an international manufacturing, supply and distribution chain to bring the highest-grade amino acid products to consumers. For additional information on Ajinomoto North America, Inc., please visit [www.ajinomoto-usa.com](http://www.ajinomoto-usa.com).



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