

THE BUILDING BLOCKS OF BEAUTY



“Confidence is Key” — We all know the phrase. We believe confidence is a crucial factor for a person’s well-being, both inside and out.

A growing concern over personal appearance has been identified through research. Appearance is now considered a key attribute that can directly influence an individual’s self-esteem.

**“Your hair is your crown.
Your skin is your canvas.”**



**Healthier Hair,
Healthier Skin**

Like a building block, building confidence is a step-by-step process.

The first step towards gaining external self-confidence is knowing how to improve how you look, and that starts with taking care of your hair and skin.

AMINO ACID-BASED SURFACTANTS

"The ingredients you trust, the results you deserve."

Finding the perfect items to maintain your health and tackle specific issues across your whole body, from head to toe, is crucial.

A great way to do so is simply knowing what ingredients are in your daily essentials, like your shampoo, body wash and facial cleanser.

Learning how to identify and skip harmful ingredients in daily personal care is key to prevent hair and skin damage, dryness, irritation, and potential allergic reactions.



"Beauty from head to toe. Confidence starts at the roots and radiates."

"Surfactants are chemicals commonly used in a huge range of products, from personal care items to industrial cleaners."

At KAWAKEN, we are constantly striving to improve. Introducing ALANON™ and SOYPON™, our amino acid-based surfactant lineup.

Our amino acid-based surfactants are formulated to serve as a healthier and environmentally-friendly alternative over other traditional surfactants such as sulfates.

As compared to widely known sulfate surfactants commonly found in personal care and household products like Sodium Lauryl Sulfate (SLS) and Sodium Laureth Sulfate (SLES), amino acid-based surfactants are better alternatives to replace them and to shift towards sulfate-free formulations. This is because they offer milder, gentler and moisturizing yet effective cleansing experience for hair and skin without damaging the natural barrier, especially in products use on a daily basis like shampoo and body wash.

“Simple care.
Real results.
Everyday glow.”

With significantly increasing awareness, today's consumers are closely scrutinizing personal care labels, seeking to identify beneficial ingredients while consciously avoiding those linked to potential health risks.

From sulfate surfactants to sulfate-free.

Research confirms a consumer shift towards sensitive skin products, prioritizing formulations that are gentle and free from harsh irritants support overall skin health and address specific sensitivity issues.

‘While powerful cleansers, traditional sulfate surfactants like SLS and SLES can strip and damage your skin's natural oils. This often leads to dryness and irritation. For consumers already dealing with sensitive skin conditions like Eczema, these harsh chemicals, combined with environmental stress, make their skin even more vulnerable.

High-sulfate ingredients can gradually wear down the skin barrier. Meaning that even consumers who don't start with sensitive skin will experience damage from constant and frequent use.

**CRAFTED
FOR
THOSE
WHO
EXPECT
MORE**

Sodium Lauryl Sulfate (SLS)
Sodium Laureth Sulfate (SLES)
Surfactants



Amino Acid-Based Surfactants

Sodium Lauryl Sulfate (SLS)
Sodium Laureth Sulfate (SLES)
Surfactants



Has very strong cleansing power to effectively removes oil and dirt from surfaces like skin and hair.



Can cause high irritation on skin and hair due to its strong cleansing power that damages and weakened natural barrier. Trigger skin and scalp irritation due to dryness.



Suitable for those with oily hair, and those who uses heavy styling hair products on a daily basis.

Amino Acid-Based Surfactants



Moderate cleansing power that effectively remove impurities on hair and skin without damaging natural barrier.



Low irritation on skin and hair. Milder and gentle on skin and scalp that helps to maintain skin's natural moisture barrier and improving hair texture. Suitable for those with sensitive skin.



Suitable for daily and sensitive-skin cleansing.