

Press Release

Succeeded in Retaining High Water-Retention Ingredient Tremella fuciformis Polysaccharide on Skin After Washing Using Complex Technology
—Toward Rapid and Sustainable Product Development with a View to Global Expansion—

FineToday Co., Ltd. (Head Office: Minato-ku, Tokyo; Representative Director, President and CEO: Tetsuo Komori) has succeeded in retaining the moisturizing ingredient Tremella fuciformis polysaccharide formulated in facial cleansers on the skin even after washing by using proprietary complex^{*1} technology that combines multiple components.

These research results were presented at the 2026 Annual Meeting of the Japan Society for Bioscience, Biotechnology, and Agrochemistry (March 9–12, 2026, Kyoto Prefecture).

■Challenges in the Cosmetics Market and Complex Technology

In the Japanese cosmetics market, the number of products in circulation is increasing due to the expansion of product lineups and the entry of new entrants. Furthermore, against the backdrop of faster development and product launch cycles driven by the use of OEM and ODM, product life cycles are becoming shorter, requiring rapid product development that captures changing consumer needs and trends. In addition, as consumer awareness of sustainability increases, there is a growing tendency to place greater emphasis not only on product functionality but also on environmental considerations and the safety of components^{*2}.

On the other hand, the development of new components requires a wide range of processes, including safety evaluations, verification of mass production, and compliance with various regulations. Global expansion further requires compliance with laws and regulations specific to each country and region, which tends to lengthen the lead time to commercialization.

Against this backdrop, FineToday focused on constructing ingredient complexes using existing raw materials with confirmed safety profiles. Complex technology offers various advantages compared with new component development, including shorter development periods, easier compliance with national regulations, and lower environmental impact associated with development through reduced use of resources such as water and electricity. FineToday positions complex technology as a key focus area in R&D and is working to create innovations that generate new functions and value through rapid and sustainable R&D with a view to global expansion.

■Research Background

Facial cleansers are expected to cleanse the skin without leaving a feeling of dryness. However, even when high-performance moisturizing components are formulated, these components may be rinsed away depending on the formulation structure, which is an issue. Tremella fuciformis polysaccharide, which has water-retention capacity comparable to sodium hyaluronate, is widely used in skincare products such as lotions and emulsions. Despite this, its negative charge, similar to that of the skin surface, causes electrostatic repulsion, making it difficult to adsorb and retain on the skin after washing.

Accordingly, FineToday conducted verifications to determine whether forming a complex through ionic interaction between Tremella fuciformis polysaccharide and a guar-derived component (guar hydroxypropyltrimonium chloride), which carries a positive charge and is known to contribute to adsorption to the skin and improved foam quality, would enable the moisturizing component to be retained on the skin after washing.

■Research Details

[Experiment 1] Effect of continuous use of a cleanser formulated with the complex on the skin

A study was conducted on eight Japanese men and women in their 30s to 50s, in which a cleanser formulated with a complex of Tremella fuciformis polysaccharide and a guar-derived component (hereinafter referred to as the “complex”) and a cleanser without the complex were used continuously for four weeks to evaluate the effects of the complex on the skin. A comparison of stratum corneum hydration after four weeks of continuous use revealed that the cleanser formulated with the complex resulted in significantly higher stratum corneum hydration compared with the cleanser without the complex. These results suggest that forming a complex with Tremella fuciformis polysaccharide makes it easier for it to remain on the skin after washing, thereby exhibiting a potential moisturizing effect.

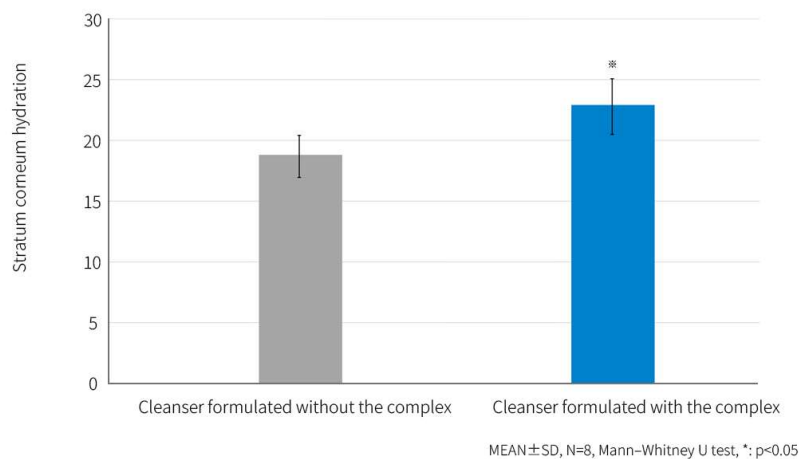


Figure 1 Stratum corneum hydration after four weeks of continuous use of a cleanser formulated with the complex

[Experiment 2] Effect of a cleanser formulated with the complex on foam elasticity

Verification was conducted to determine whether the foam-enhancing function of the guar-derived component is maintained after complex formation. A blank cleanser (a cleanser without any of the components), a cleanser formulated with the guar-derived component, a cleanser formulated with Tremella fuciformis polysaccharide, and a cleanser formulated with the complex were each lathered under the same conditions, and foam elasticity was measured. As a result, the cleanser formulated with the complex exhibited improved foam elasticity, similar to that observed when the guar-derived component was used.

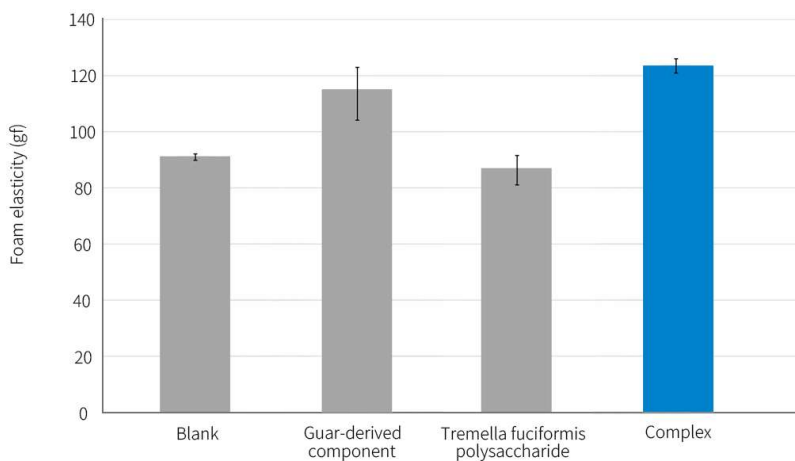


Figure 2 Comparison of foam elasticity

These experimental results demonstrate that the complex of Tremella fuciformis polysaccharide and the guar-derived component remains on the skin after washing and exhibits a moisturizing function, while also enhancing the effect of improving foam elasticity. This confirms that it is a useful complex that can be formulated in cleansers while maintaining the functions of both components.

■Future Prospects

FineToday Group's purpose is to enrich the lives of everyone today and for generations to come, one fine day at a time. Under this, the Group will further expand the application of complex technology that creates new functions while utilizing existing raw materials in order to respond to increasingly diverse and sophisticated consumer needs. By improving development efficiency through this technology, the Group will utilize the time and resources saved to create new value and deliver high-quality products to customers worldwide in a timely manner.

*1 A complex refers to a chemical composite formed by combining multiple components

*2 See Grand View Research, "Clean Beauty Market (2024 – 2030)"

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■About FineToday Group

FineToday Group was founded as an independent entity in 2021 after separating from Shiseido's personal care business.

Our purpose is to enrich the lives of everyone today and for generations to come, one fine day at a time. We integrate environmental / social sustainability with profitable growth to achieve the purpose.

Aesthetics originating from our DNA are carried forward in our refined operations, unique value propositions, and a glocal mode of behavior.

We aim to become Asia's No.1 daily beauty product producing company, bringing well-being by unlocking the joy of beauty to people worldwide.
