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# Oat<sup>®</sup> COM

# The ultimate in skincare performance

INCI name: Avena sativa Kernel Flour

A proven anti-aging colloidal oatmeal delivering optimised performance, functionality and a non-greasy feel to skin care products

# Properties

Manufactured by a patented extrusion process resulting in:

- Very small particle size imparting textural properties
- Absorbs 30% more oil than standard colloidal oatmeal
- Enhanced bioavailability of phytochemicals
- Typical beta-glucan content 5-6%
- Excellent microbial purity

# Formulator Benefits

- Enhanced colloidal activity at a wide range of temperatures increasing the ease of formulation
- Effective anti-irritant, anti-aging and moisturiser
- Skin pH buffering properties
- Typical inclusion: 3-10%

# **Consumer Benefits**

- Anti-aging activity over all skin types
- Moisturisation effects on dry skins
- Soothing and moisturising effect on sensitive skins
- Delivers excellent textural characteristics giving smoother creams
- Reduces 'greasiness' and imparts luxuriant silky feel
- Proven through efficacy testing

# Applications

An ideal emulsifying base with strong skin protectant activity for formulating creams, lotions and colour cosmetic powders

# Certification

Approved as Natural by ECOCERT and COSMOS Oat\* COM ORG\*\* is certified as 100% organic by ECOCERT and COSMOS standards FDA monographed as a skin protectant





\*\*certified at 100% organic by Ecocert Greenlife according to COSMOS and ECOCERT standards available at http://cosmetics.ecocert.con

# Oat<sup>®</sup> Lipid

# Repair and replenish



INCI name: Avena sativa Kernel Oil

Excellent absorbency and protective properties, enhancing skin feel; moisturising and soothing the skin

### Properties

- Rich in skin identical lipids
- High linoleic acid content
- Rich essential fatty acid profile including ceramides and omega - 3 Significant levels of anti-oxidants

# Add the luxury of silk

INCI name: Avena sativa (Oat) Meal Extract

A highly effective textural base that provides a luxuriant silky feel with natural lipid and antioxidant content

# Properties

- A standardised fine oat flour designed for textural modification
- Contains skin identical lipids including ceramides
- Anti-oxidants including avenanthramides and tocotrienols

# **Formulator Benefits**

- Clear oil easy to formulate
- Excellent skin absorbency resulting in a 'dry' oil feeling
- Wide temperature range for incorporation in formulations
- High levels phospholipids to aid moisturisation
- Effective emollient with typical inclusion rate: 3-10%

# **Consumer Benefits**

- Skin repair capability
- No dermal irritation and hypo-allergenic
- Vitamin E in the form of tocopherols and tocotrienols, which protect skin lipids from UV induced peroxidation
- Gluten free

# **Applications**

Excellent for use in baby care, hair care, colour cosmetics, moisturising and anti-aging, sun-care, tanning products and bath oils

# Certification

Approved as Natural by ECOCERT and COSMOS Gluten free

EU and US approved as a safe oil





# Formulators Benefits

- Imparts **smooth** and **silky** skin sensory effects
- Improves feel and texture of creams and lotions
- Reduces 'greasiness' of creams by absorbing oil
- Easy to formulate due to small particle size

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## **Consumer Benefits**

- Highly perceivable silky feel in lotions and creams
- Immediate brightening and mattifying effect on skin tone
- Contains natural lipids and antioxidants assisting skin health

# Applications

### A highly versatile ingredient that can be used in make-up powders, lotions and creams at up to 25% inclusion

## Certification

COSMOS

Approved as Natural by ECOCERT and



