

FARM-TO-FACE ON-TREND FORMULATIONS USING OUR PRODUCTS

The Original Producers of
Meadowfoam Seed Oil™

Natural Plant Products
inc.



GUIDE FORMULATION LIBRARY:
meadowfoam.com/formulations-library

OIL SAMPLES:
meadowfoam.com/request-a-sample

WHERE TO BUY:
meadowfoam.com/sales

Formulations

	LOCAL	NATURAL	CLEAN BEAUTY	ATHLEISURE	J-BEAUTY	MEN'S GROOMING
CLEANSING	GO GO CLEANSING STICK An easy-to-apply second step in a double cleanse routine that dissolves makeup, dirt and impurities and creates a lot of creamy lather leaving skin feeling soft and silky-smooth.					
	PEG-FREE SOLID CLEANSING OIL BALM A PEG-free solid balm that <i>melts</i> onto skin on rub-in and, upon rinsing, forms a milky layer leaving skin feeling conditioned and clean, yet non-greasy.					
	FACIAL CLEANSING OIL This waterless, oil-cleanser leaves skin feeling soft and smooth after cleansing and rinsing.					
MOISTURIZING	HYDRATING TREATMENT FACE MASK A luxurious day, night and in-flight treatment designed to repair, protect and renew tired skin.					
	HEAD-TO-TOE GO GO MOISTURIZING STICK Instant, targeted on-the-go moisture for face, lips, hair, cuticles and more.					
	FACIAL SERUM Delivers concentrated penetration of emollients as a pre-moisturizer. It also functions well as primer under liquid foundation.					
	LIP BALM This unusually stable natural lip balm give lips a rich, moisturizing feel with a bit of shine. Great for moisturizing bare lips or as a primer under lip color.					
	BEARD OIL Tames and conditions beard hair while also hydrating skin.					
	BODY OIL This body oil contains a combination of oils to give the right viscosity for spreadability, while also providing quick absorption and penetration.					
	DAY CREAM This light yet substantial day cream spreads easily and absorbs well and can be used as a primer under foundation.					
	NIGHT CREAM This rich yet balanced moisturizing night cream marries a substantial feel with a light, smooth, silky rubout for a non-greasy, yet moisturizing feel.					
	100% DAIKON SEED EXTRACT Light, velvety and odorless. Great for scalp massage, hair strengthener or light face oil.					

Trends

LOCAL

- local sourcing and production
- biodiversity and environmentally sensitive
- supporting local farm families
- grower direct

NATURAL

- 100% natural
- cruelty-free
- vegan
- non-GMO derived
- no artificial color, preservatives or fragrance

CLEAN BEAUTY

- transparent supply chain
- all natural
- no artificial color, preservatives or fragrance
- non-GMO derived

ATHLEISURE

- multi-functional
- pre- and post-exercise
- portable
- targeted and easy-to-use
- no makeup-makeup

J-BEAUTY

- sustainable authenticity
- simplicity
- low-key luxury
- double cleansing
- multifunction
- 100% natural vs. synthetic
- farm-to-face
- food-derived ingredients
- more efficacy
- cleaner ingredients
- beautiful textures

MEN'S GROOMING

- multi-function
- beard/grooming
- skin care
- naturals

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