

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

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.	X	X	X	X	X	X
	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.	X	X	X		X	
	FACIAL CLEANSING OIL This waterless, oil-cleanser leaves skin feeling soft and smooth after cleansing and rinsing.	X	X	X		X	
MOISTURIZING	HYDRATING TREATMENT FACE MASK A luxurious day, night and in-flight treatment designed to repair, protect and renew tired skin.	X	X	X	X	X	X
	HEAD-TO-TOE GO GO MOISTURIZING STICK Instant, targeted on-the-go moisture for face, lips, hair, cuticles and more.	X	X	X	X		X
	FACIAL SERUM Delivers concentrated penetration of emollients as a pre-moisturizer. It also functions well as primer under liquid foundation.	X	X	X	X	X	
	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.	X	X	X	X		X
	BEARD OIL Tames and conditions beard hair while also hydrating skin.	X	X	X	X		X
	BODY OIL This body oil contains a combination of oils to give the right viscosity for spreadability, while also providing quick absorption and penetration.	X	X	X		X	
	DAY CREAM This light yet substantial day cream spreads easily and absorbs well and can be used as a primer under foundation.	X	X			X	
	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.	X	X			X	
	100% DAIKON SEED EXTRACT Light, velvety and odorless. Great for scalp massage, hair strengthener or light face oil.	X	X	X	X	X	X

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

meadowfoam.com