



# COOLING BEARD SERUM

This cooling beard serum is equally great for hair and skin with a lovely cooling sensation to boot! **Meadowfoam XPR** moisturizes and nourishes skin while **Daikon Seed Extract** strengthens and provides shine for a healthy-looking beard. Black Castor Oil moisturizes skin and promotes beard growth while Oat Lipid E locks in moisture and prevents lipid loss. CustoNatural Bamboo is a natural silicone alternative that provides slip to formulation. Frescolat® Plus imparts a pleasant, long-lasting cooling effect.

Ingredient INCI NAME	Trade Name	%
<b>Phase A</b>		
Water	Deionized Water	80.50
Butylene Glycol	Butylene Glycol	3.00
Glycerin	Glycerin	2.00
Sodium Phytate	Sodium Phytate	0.50
Xanthan Gum	Xanthan Gum	0.25
<b>Phase B</b>		
PEG-40 Hydrogenated Castor Oil	PEG-40 Hydrogenated Castor Oil	2.00
Polysorbate 60	Polysorbate 60	2.00
<b>Limnanthes Alba (Meadowfoam) Seed Oil</b>	<b>Meadowfoam XPR<sup>1</sup></b>	<b>1.50</b>
<b>Raphanus Sativus (Radish) Seed Oil</b>	<b>Daikon Seed Extract<sup>1</sup></b>	<b>1.00</b>
Ricinus Communis (Castor) Seed Oil	Phytol Black Castor <sup>2</sup>	1.00
Avena Sativa (Oat) Kernel Oil	Oat Lipid E <sup>3</sup>	0.50
Caprylyl/Capryl Glucoside	Oramix CG 110 <sup>4</sup>	0.50
<b>Phase C</b>		
Lactobacillus/Arundina Gigantea Leaf Ferment Filtrate	CustoNatural Bamboo <sup>2</sup>	2.00
Water (and) Sodium Hyaluronate	Curerex HA <sup>5</sup>	1.00
Phenoxyethanol (and) sorbic acid (and) caprylyl glycol	Phenoxyethanol SA <sup>6</sup>	1.00
Sodium Acrylates Copolymer (and) Lecithin	Lecigel <sup>7</sup>	0.75
Menthol (and) Menthyl Lactate	Frescolat Plus <sup>8</sup>	0.50
<b>Total</b>		<b>100</b>

\*Meadowfoam Seed Oil and Meadowfoam XPR can be used interchangeably in this formulation

**Suppliers:** <sup>1</sup> Natural Plant Products; <sup>2</sup> Custom Ingredients; <sup>3</sup> Oat Cosmetics; <sup>4</sup> Seppic; <sup>5</sup> DKSH North America; <sup>6</sup> Making Cosmetics; <sup>7</sup> Lucas Meyer Cosmetics; <sup>8</sup> Symrise/IMCD US

**Procedure:** Prepare phases A and B separately, heating to 70-75°C. Add B to A with rapid propeller stirring. Homogenize, then add phase C.

**Stability:** One month at 45°C.

**How To Use:** After washing beard, apply beard serum and massage into skin. Style beard as usual.

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