



COOLING BEARD SERUM

This cooling beard serum is equally great for hair and skin with a lovely cooling sensation to boot! **Meadowfoam Seed Oil 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	%
Phase A		
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
Phase B		
PEG-40 Hydrogenated Castor Oil	PEG-40 Hydrogenated Castor Oil	2.00
Polysorbate 60	Polysorbate 60	2.00
Limnanthes Alba (Meadowfoam) Seed Oil	Meadowfoam Seed Oil XPR¹	1.50
Raphanus Sativus (Radish) Seed Oil	Daikon Seed Extract¹	1.00
Ricinus Communis (Castor) Seed Oil	Phytol Black Castor ²	1.00
Avena Sativa (Oat) Kernel Oil	Oat Lipid E ³	0.50
Caprylyl/Capryl Glucoside	Oramix CG 110 ⁴	0.50
Phase C		
Lactobacillus/Arundina Gigantea Leaf Ferment Filtrate	CustoNatural Bamboo ²	2.00
Water (and) Sodium Hyaluronate	Curerex HA ⁵	1.00
Phenoxyethanol (and) sorbic acid (and) caprylyl glycol	Phenoxyethanol SA ⁶	1.00
Sodium Acrylates Copolymer (and) Lecithin	Lecigel ⁷	0.75
Menthol (and) Menthyl Lactate	Frescolat Plus ⁸	0.50
Total		100

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

Suppliers: ¹ Natural Plant Products; ² Custom Ingredients; ³ Oat Cosmetics; ⁴ Seppic; ⁵ DKSH North America; ⁶ Making Cosmetics; ⁷ Lucas Meyer Cosmetics; ⁸ 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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