



THE HAIR NECESSITIES

#BringTheShineHome

A close-up photograph of a woman with voluminous, curly brown hair. She is smiling broadly, showing her teeth, and has her hands raised to her cheeks, framing her face. The background is a light, neutral color with faint, concentric white circles in the upper left corner.

Hello. you!

Active Concepts has built itself upon three pillars: innovative technology platforms, market leading customer support, and products with a purpose. For two decades, Active Concepts has diligently embarked on an endeavor to develop complex, active ingredients that provide formulators with unmatched function in order to meet and exceed the rapidly increasing consumer demand for more effective cosmetic technologies. Active Concepts prides itself on identifying market niches. Although hair care is not a new trend in the cosmetic industry, it has and will remain relevant. Because hair care is a necessity, it will continue to be a focal point for personal care. Due to recent pandemic limitations, consumers who relied on the luxury of frequent salon visits were forced to bring the salon home with them. The concept of self-serving hair care has become a regular practice, and as a result, consumers are seeking out salon-like products to achieve salon-like results in the comfort of their home.

Although the pandemic has put a hold on our personal lives, our hair still requires attentive care. Hair is continuously exposed to environmental, chemical, and mechanical stress. These stressors will cause hair to become overly porous, dry, brittle, and more susceptible to breakage if proper care is not taken. All types of hair require tailored protection from both intentional and unintentional stressors. Hair must be defended from damage caused by chemical processes, such as coloring or bleaching, and mechanical processes, such as heat styling, to keep hair stronger and more radiant. Another consumer concern, dry hair, is aesthetically displeasing, hard to style, lackluster, and is prone to breakage. Moisture-rich, hydrated fibers are evidence of healthy, nourished hair. Keeping hair moisturized aides in both resiliency, strength, and vibrancy. Soft, touchable tresses are coveted worldwide. A smoothed cuticle yields greater manageability, improved combability, stronger fibers, and improved shine. Adding volume to hair gives the appearance of thicker, more flexible locks. With the passage of time, hair fibers lose strength, become more porous, and are prone to damage. Anti-aging hair care offers a broad range of treatments that fight aging from biological protection of the scalp to the physical protection of the strand.

The Hair Necessities Kit reflects different strategies and technologies for treating and correcting damaged hair, increasing moisturization, protecting the hair from harmful aggressors, and providing salon-quality, anti-aging benefits at home. This select **Hair Necessities Kit** features our Plant Keratin Hair Oil, Salty Scalp Scrub, Veggie Moisture Masque, Mycelium Heat Veil, and Vegan Silk Spritzer to proactively support hair health.

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Let's get revitalized!

THE HAIR NECESSITIES

Plant Keratin Hair Oil



Rejuvenate

hydrate & renew
with a pre-wash oil

Salty Scalp Scrub



Exfoliate

Buff away build-up
for a nourished scalp

Veggie Moisture Masque



Revive

Quench dry hair
for luscious locks

#BringTheSalonHome

Mycelium Heat Veil



Protect

Defend tresses
against heat

Vegan Silk Spritzer









Hydrate

Refresh tired strands
with a vegan mist

Plant Keratin Hair Oil

Rejuvenate your hair with the Plant Keratin Hair Oil. An alternative to animal-derived keratin, this product utilizes the hydrating benefits of **AC Vegan Keratin OS** and the antioxidant capabilities of **PhytoCide Elderberry OS** to protect the hair from harmful UV aggressors. Also a potent antioxidant, **ABS Ginger Mint Cooling OS** induces a cooling sensation while simultaneously reducing inflammation. This hair oil is essential for daily nourishment!

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 20964 AC Vegan Keratin OS	Prunus Armeniaca (Apricot) Kernel Oil & Lens Esculenta (Lentil) Seed Extract & Hydrolyzed Cicer Seed Extract & Chenopodium Quinoa Seed Extract	Offers a biomimetic and vegan alternative to hydrolyzed keratin protein	<ul style="list-style-type: none"> • Increases hair hydration • Reduces hair frizz • Improves wet & dry combability
 10325 Honey Extract OS	Simmondsia Chinensis (Jojoba) Seed Oil & Honey Extract	Oil-soluble extract of honey known to promote conditioning and nourishment	<ul style="list-style-type: none"> • Conditioning • Rejuvenating • Nourishing
 A30007 Organic Grapeseed Oil	Vitis Vinifera (Grape) Seed Oil	Oil with rich conditioning properties with known antioxidant benefits	<ul style="list-style-type: none"> • Nourishing • Conditioning • Botanical
 A70004 Organic Rose Hip Oil	Rosa Canina Fruit Oil	Oil known to be rich in conditioning properties to nourish the hair	<ul style="list-style-type: none"> • Botanical • Conditioning • Nourishing
 M16003 PhytoCide Elderberry OS	Sambucus Nigra Fruit Extract	An oil-soluble, botanically-derived antimicrobial active designed to condition hair and protect anhydrous formulations	<ul style="list-style-type: none"> • Antioxidant Benefits • Conditioning • Upholds Product Integrity
 10405OS ABS Ginger Mint Extract Cooling OS	Mentha Piperita (Peppermint) Oil & Mentha Piperita (Peppermint) Leaf Extract & Zingiber Officinale (Ginger) Root Extract	Designed to chemically trigger TRPM8 skin receptors which directly stimulates nerve endings and leads to a perceived cooling sensation	<ul style="list-style-type: none"> • Aesthetic enhancement • Cooling sensation • Revitalizing

Sample Formulation

Trade Name	INCI Name	%	Vendor
Phase A			
Caprylic/Capric Triglyceride	Caprylic/Capric Triglyceride	82.40	Stock
Monomuls 90-O-18	Glyceryl Oleate	0.50	BASF
Phase B			
20964 AC Vegan Keratin OS	Prunus Armeniaca (Apricot) Kernel Oil & Lens Esculenta (Lentil) Seed Extract & Hydrolyzed Cicer Seed Extract & Chenopodium Quinoa Seed Extract	5.00	Active Concepts
10325 Honey Extract OS	Simmondsia Chinensis (Jojoba) Seed Oil & Honey Extract	2.00	Active Concepts
A30007 Organic Grapeseed Oil	Vitis Vinifera (Grape) Seed Oil	1.00	Arbor Organic Technologies
A70004 Organic Rose Hip Oil	Rosa Canina Fruit Oil	1.00	Arbor Organic Technologies
M16003 PhytoCide Elderberry OS	Sambucus Nigra Fruit Extract	4.00	Active Micro Technologies
10405OS ABS Ginger Mint Extract Cooling OS	Mentha Piperita (Peppermint) Oil & Mentha Piperita (Peppermint) Leaf Extract & Zingiber Officinale (Ginger) Root Extract	2.00	Active Concepts
Natural Vitamin E	Tocopherol	0.10	Formulator Sample Shop
Phase C			
Tropical Punch Fragrance ORC 0900180	Fragrance	2.00	Orchidia

Formulation Guidelines

1. Combine Phase A with low heat and mix until melted. Begin cool-down.
2. Add Phase B ingredients to Phase A separately and mix well.
3. Add Phase C to Phase AB and mix well.

Plant Keratin Hair Oil





Why We Love It
hydrates & protects hair



Salty Scalp Scrub

Buff away dead skin and build-up with the Salty Scalp Scrub. This abrading scrub uses **AC Dead Sea Salt** for gentle yet effective exfoliation, in combination with **ProBiotic V™** to combat dryness and erythema. Incorporate this salty formulation into your hair care routine for a clarified and nourished scalp!

	Featured Active	INCI Name	Mechanism	Multifunctional Benefits
	16701 AC Dead Sea Salt	Sea Salt	Offers abrading and exfoliating properties in various formulations	<ul style="list-style-type: none">• Exfoliation• Rejuvenating• Revitalizing
	M14005 ProBiotic V™	Lactobacillus Ferment Lysate	Offers an optimized production method capturing bacteriocin peptides that promotes redness reduction and scalp moisturization	<ul style="list-style-type: none">• Probiotic provenance• Redness reduction• Inhibits <i>Malassezia furfur</i>

Sample Formulation

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	18.00	Local
Triquat 10L	Polyquaternium 10	0.75	Tri-K
Phase B			
GMS Pure	Glyceryl Stearate	3.50	Stock
Ritafactant LSNA	Sodium Lauroyl Sarcosinate	3.00	RITA
Ritafactant SCI	Sodium Cocoyl Isethionate	3.00	RITA
Iselux	Sodium Lauroyl Isethionate	4.50	Innospec
Phase C			
Fragrance	Tropical Punch	1.25	Orchidia
MI4005 ProBiotic V™	Lactobacillus Ferment Lysate	1.00	Active Micro Technologies
Alpha Step 48	Sodium Methyl 2-Sulfolaurate (and) Disodium 2-Sulfolaurate	2.00	Stepan
Planteren 2000	Decyl Glucoside	1.50	BASF
CAB	Cocamidopropyl Betaine	2.00	Formulator Sample Shop
Phase D			
16701 AC Dead Sea Salt	Sea Salt	20.00	Active Concepts
Phase E			
Hawaiian Sea Salt (white fine)	Sodium Chloride	39.50	ESP

Formulation Guidelines

1. Start by slowly sprinkling Polyquaternium-10 into water with mixing until uniform.
2. Begin heating to 70-75°C.
3. Once Phase A is reached approximately 65°C, start adding Phase B ingredients one at a time until mixed well between additions. Continue heating to 70-75°C. Allow to mix for 20 minutes.
4. Start cool down. Once Phase AB reaches 25-30°C, start adding Phase C mixing well between additions.
5. Pre-measure Phase D in a separate beaker, and slowly fold Phase ABC into Phase D with hand mixing.
6. Slowly add Phase E to ABCD with hand mixing.
7. Check pH. Adjust accordingly 4.5-5.5.




Sally Salt Scrub



Why We Love It
clarifies & nourishes scalp

Veggie Moisture Masque

We consume vegetables for our inner health, but what about our outer health? The Veggie Moisture Masque is the answer to vegetable-derived outer beauty! This product offers intense moisturization benefits from **AC PolyJackharides** and **AC Vegetable Ceramides G**, combined with the redness reduction properties of **ProBiocin V™** for a radiant scalp and hydrated hair.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 20963 AC PolyJackharides	Water & Artocarpus Heterophyllus Fruit Extract & Lactobacillus Ferment	Offers upcycled polysaccharides extracted from inedible, discarded waste to provide intense moisturization and anti-frizz benefits	<ul style="list-style-type: none">• Moisturizing• Anti-frizz• Hydrating
 M14005 ProBiocin V™	Lactobacillus Ferment Lysate	Offers an optimized production method capturing bacteriocin peptides that promotes redness reduction and scalp moisturization	<ul style="list-style-type: none">• Probiotic provenance• Redness reduction• Inhibits <i>Malassezia furfur</i>
 16558G AC Vegetable Ceramides G	Glycerin & Glycosphingolipids & Leuconostoc/Radish Root Ferment Filtrate	Vegetable derived alternative to traditional ceramides capable of rejuvenating the hair and scalp	<ul style="list-style-type: none">• Anti-inflammatory• Conditioning• Nourishing

Sample Formulation

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	73.00	Local
Varisoft BT 85 Pellets J	Behentrimonium Chloride	2.00	Evonik
Phase B			
Cetearyl Alcohol	Cetearyl Alcohol	4.00	RITA
Cetyl Esters	Cetyl Esters	1.00	RITA
Montanov 68 MB	Cetearyl Alcohol & Cetearyl Glucoside	6.00	Formulator Sample Shop
Phase C			
20963 AC PolyJackharides	Artocarpus Heterophyllus Fruit Extract & Lactobacillus Ferment	5.00	Active Concepts
M14005 ProBiocin V™	Lactobacillus Ferment Lysate	4.00	Active Micro Technologies
16558G AC Vegetable Ceramides G	Glycerin & Glycosphingolipids & Leuconostoc/Radish Root Ferment Filtrate	4.00	Active Concepts
Fragrance	Tropical Punch	1.00	Orchidia
Formulation Guidelines			

1. Combine Phase A. Heat to 80°C.
2. Combine Phase B. Heat to 80°C.
3. At temperature, add phase B to Phase A. Mix thoroughly for approximately 30 minutes.
4. Begin cool down.
5. At 50-60°C, add Phase C ingredients individually, mixing well between additions.






Veggie Moisture Masque



Why We Love It
hydrates & moisturizes hair

Mycelium Heat Veil

Protect your style in style. The Mycelium Heat Veil utilizes the structural properties of fungi mycelium in combination with functional actives to provide heat protection and style retention. **Mycofuse™ Protect** and **ProCutiGen® Hold** provide hair pollution protection and tensile strength to the hair, while **ABS Apple AHA's AQ** provides cellular renewal benefits to the scalp.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 10695 ABS Apple AHA's AQ	Water & Malic Acid & Pyrus Malus (Apple) Fruit Extract & Glycolic Acid & Lactic Acid & Citric Acid	Apple extract and AHA's exfoliate the outermost layer of the scalp for an increased smoothness	<ul style="list-style-type: none">• Perceivable smoothness• Exfoliates and softens scalp• Alpha Hydroxy Acid product
 16916 Mycofuse™ Protect	Water & Lentinus Edodes Mycelium Extract & Lactobacillus Ferment	Optimizes attributes of mycelium to shield hair strands from damaging effects of heat and visible damage from chemical processes	<ul style="list-style-type: none">• Improves hair strength• Hair pollution protection• Prevents thermal damage
 10247 ABS Pomegranate Sterols	Punica Granatum Sterols	Super fruit ingredient beneficial as a natural replacement for synthetic or animal-derived materials and capable of increasing moisture levels	<ul style="list-style-type: none">• Moisturizing• Hair smoothing• Enhances shine
 20831 ProCutiGen® Hold	Phyllostachys Bambusoides Extract & Leuconostoc/Radish Root Ferment Filtrate	Bivalent cationic lipopeptide that self-assembles into a neo-cuticle to retain style while offering protection from harsh styling treatments	<ul style="list-style-type: none">• Hair style retention• Protects and strengthens hair• ProBonding
 M14005 ProBiocin V™	Lactobacillus Ferment Lysate	Offers an optimized production method capturing bacteriocin peptides that promotes redness reduction and scalp moisturization	<ul style="list-style-type: none">• Probiotic provenance• Redness reduction• Inhibits <i>Malassezia furfur</i>

Sample Formulation

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	55.99	Local
16916 Mycofuse™ Protect	Water & Lentinus Edodes Mycelium Extract & Lactobacillus Ferment	5.00	Active Concepts
Phase B			
Glycerin	Glycerin	5.00	Stock
10695 ABS Apple AHA's AQ	Water & Malic Acid & Pyrus Malus (Apple) Fruit Extract & Glycolic Acid & Lactic Acid & Citric Acid	2.00	Active Concepts
Panthenol	Panthenol	0.50	Stock
Betaine	Betaine	1.00	Stock
Phase C			
Incromine SD	Stearamidopropyl Dimethylamine	0.83	Croda
Incromine BD	Behenamidopropyl Dimethylamine	1.18	Croda
Incroquat Behenyl TMS-50	Behentrimonium Methosulfate & Cetyl Alcohol & Butylene Glycol	5.00	Croda
Panalane H-300	Hydrogenated Polyisobutene	1.00	Vantage
FSSB10020 Dermofeel Sensolv	Isoamyl Laurate	2.00	Formulator Sample Shop
Isododecane	Isododecane	5.00	RITA
FSSB4001 Montanov 68	Cetearyl Alcohol & Cetearyl Glucoside	4.00	Formulator Sample Shop
FSSB8031 Montanov 202	Arachidyl Alcohol & Behenyl Alcohol & Arachidyl Glucoside	2.00	Formulator Sample Shop
10247 ABS Pomegranate Sterols	Punica Granatum Sterols	3.00	Active Concepts
Phase D			
20831 ProCutiGen® Hold	Phyllostachys Bambusoides Extract & Leuconostoc/Radish Root Ferment Filtrate	2.00	Active Concepts
Phase E			
M14005 ProBiocin V™	Lactobacillus Ferment Lysate	4.00	Active Micro Technologies
Tropical Punch Fragrance ORC 0900180	Fragrance	0.50	Orchidia

Formulation Guidelines

1. Combine Phase A with heat up to 70-75°C.
2. At temperature, add Phase B to Phase A. Mix with heat until homogenized.
3. Heat Phase C to approximately 80°C.
4. Add Phase C to Phase AB and mix well. Homogenize briefly.
5. Begin cool down.
6. Add Phase D at approximately 50°C. Mix well.
7. Add Phase E to Phase ABCD. Mix well. Continue cool down to approximately 30°C.




Mycelium Heat Veil



Why We Love It
strengthens & revitalizes hair

Vegan Silk Spritzen

Spritz up your style with the Vegan Silk Spritzen. This amino acid treatment mist utilizes the antioxidant properties of **AC Vegan Keratin SF** to protect your hair from external aggressors, while **VegeaSilk** and **ProBioticin V™** combat dryness and scalp redness with hydrating and moisturizing properties.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 20977 AC Vegan Keratin SF	Water & Lens Esculenta (Lentil) Seed Extract & Hydrolyzed Cicer Seed Extract & Chenopodium Quinoa Seed Extract & Lactobacillus Ferment	Offers a biomimetic and vegan alternative to hydrolyzed keratin protein	<ul style="list-style-type: none">• Antioxidant• Rejuvenating• Revitalizing
 M14005 ProBioticin V™	Lactobacillus Ferment Lysate	Offers an optimized production method capturing bacteriocin peptides that promotes redness reduction and scalp moisturization	<ul style="list-style-type: none">• Probiotic provenance• Redness reduction• Inhibits <i>Malassezia furfur</i>
 16912 VegeaSilk	Yeast Amino Acids & Lactobacillus Ferment	Offers a biomimetic and vegan alternative to hydrolyzed silk proteins	<ul style="list-style-type: none">• Hydration• Moisturization• Nourishing

Sample Formulation

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	87.00	Local
Maquat Cetac 30%	Cetrimonium Chloride	2.00	Pilot
Phase B			
Polysorbate 20	Polysorbate 20	2.00	Stock
Fragrance	Tropical Punch	1.00	Orchidia
Phase C			
20977 AC Vegan Keratin SF	Water & Lens Esculenta (Lentil) Seed Extract & Hydrolyzed Cicer Seed Extract & Chenopodium Quinoa Seed Extract & Lactobacillus Ferment	2.00	Active Concepts
16912 VegeaSik	Yeast Amino Acids & Lactobacillus Ferment	2.00	Active Concepts
M14005 ProBiocin V™	Lactobacillus Ferment Lysate	4.00	Active Micro Technologies

Formulation Guidelines

1. Start by mixing Phase A.
2. Pre-mix Phase B and add to Phase A.
3. Add Phase D one ingredient at a time.
4. Check pH. Adjust accordingly 5.5-6.5.

Vegan Silk Spritzgen



Why We Love It
hydrates & moisturizes hair



Stay in Touch!

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