



Bold & Bearded

#Men-ification

Keep It Simple!

Has the historically women-focused personal care industry officially cracked the guy code? Although all men are unique in their own way, their end goal is the same: simple and easy. Men's care is where simplicity meets sophistication, but it hasn't always been that way. Traditionally, the thought of personal care for men seemed to be immediately dismissed as a complicated six-step routine entered their mind, along with the fear of being seen as less masculine. However, the narrative has changed, and men now feel a sense of confidence and pride when taking care of their appearance. This kit provides the modern man with a comprehensive solution designed to address their skin and hair goals. It's officially time to ditch the 3-in-1.

Simplicity, effectiveness, and efficiency – the men's care trifecta. Product benefits need to have time-saving solutions for the busy man. A minimalist regimen is the key for getting men to play a part in the ever-growing personal care space. As of 2021, the men's care market was bringing in USD 30.8 billion and is expecting to expand at a CAGR rate of 9.1% from 2022 to 2030. Products that are immediately addressing concerns, such as oily skin, redness, under-eye circles, or dryness, are driving these sales forward.

When it comes to creating a court for men to play in, the game plan needs to be redesigned. Men need to be on the offense against the signs of aging. The biological structure of men's and women's skin differs in many ways, and the products need to cater to that. Men naturally produce more testosterone which causes them to have oilier and thicker skin with better hydration retention. Testosterone is additionally responsible for the hormone dihydrotestosterone (DHT), which stimulates the hair follicles on the jaw. It's imperative that companies and ingredients address these specific characteristics, as they serve as unique points of difference.

Active Concepts saw the space for innovation and now introduces Bold & Bearded, a brand built around two hero ingredients featured across the line as we believe their story can be spoken across a wide variety of consumers. Upcycled jackfruit seeks to inspire consumers to upcycle or rebrand themselves. Power pleads to be found from chia seeds, as "chia" is the ancient Mayan word for "strength." These products harness the therapeutic properties of jackfruit to revitalize and chia to strengthen the skin and hair.

Our four new natural and effortless products target the needs of the men's care market: a cleanser that acts as a gentle physical and chemical exfoliant, a light green moisturizer that reduces redness to provide an even skin tone, a gentle hair hold for a natural finish, and a uniquely textured beard balm that tames strays while providing hydration.



What's Inside?

Featured Actives

AC PolyJackharides	4
Phytofuse Rejuvenate®	5
Buff It Up Scrub	8
Rid of Redness Moisturizer	10
Miracle Mane Balm	12
Gentle Texture Hair Hold	14

Sample Formulations

Buff It Up Scrub	9
Rid of Redness Moisturizer	11
Miracle Mane Balm	13
Gentle Texture Hair Hold	15



*Minimalist Routine.
Maximum Return*

AC PolyJackharides

The creation of ingredients from food waste represents a movement towards a more sustainable future for beauty brands. Jackfruit, or *Artocarpus heterophyllus*, is one of the largest edible fruits grown worldwide and is an increasingly popular ingredient in vegan cuisine. Jackfruit is replete with natural nutrients, vitamins, and carbohydrates, yet an estimated 70-80% of the jackfruit consists of non-edible waste. Active Concepts transforms this would-be waste into an efficacious cosmetic active. AC PolyJackharides, comprised of jackfruit polysaccharides extracted from upcycled food industry waste, is a functional cosmetic active capable of providing moisturization to the skin, as well as hydration and anti-frizz benefits to the hair. Similar to how jackfruit obtains new life as a cosmetic active, men can reinvent themselves with a newfound skin and hair confidence using the Bold & Bearded Kit.

The film-forming properties of polysaccharides and their ability to adhere to the skin and hair are essential in order to promote an environment for the skin to heal and protect hair from future damage. In hair care, specifically, polysaccharides are especially sought out for their smoothing effects in an effort to tame stubborn hair and reduce frizz. AC PolyJackharides is a sustainably sourced ingredient capable of increasing moisturization to the skin, as well as smoothing benefits for the hair.

By incorporating AC PolyJackharides into the Bold & Bearded line, we can provide long-term skin moisturization and deliver anti-frizz properties and shine for the hair and beard. AC PolyJackharides packs a punch of moisture and helps to address skin and hair dryness. Incorporate this potent active into your next skin or hair formulation.

Moisturizing

Improves moisture on skin

+56%

after 24 hours when compared to untreated control

Anti-Frizz

Improves anti-frizz levels by

+42%

compared to untreated control tested at 2% in base shampoo & conditioner

Shine

Improves shine levels by

+35%

compared to untreated control tested at 2% in a conditioner

Phytofuse Rejuvenate®

“Chia” is the ancient Mayan word for “strength.” Over time, skin loses its strength and elasticity, resulting in fine lines and visible signs of aging. Phytofuse Rejuvenate® harnesses the therapeutic properties of *Salvia hispanica* seed mucilage to naturally strengthen and revitalize the skin.

Chia seed mucilage is a complex carbohydrate that is secreted when the seed comes in contact with water, generating a viscous solution. Extracted mucilage exhibits thixotropy which contributes to the enhanced tactility of Phytofuse Rejuvenate® in formulations, allowing the material to be used for a wide range of applications in skin and hair products. Additionally, the isolated polysaccharides extracted from *Salvia hispanica* seeds aid in cell proliferation and thus impart wound healing and anti-inflammatory properties to the skin. The film-forming benefits of polysaccharides help to defend the skin barrier and promote repair.

By incorporating Phytofuse Rejuvenate® into the Bold & Bearded line, we can improve skin density, deliver skin soothing benefits, provide wound healing properties, and protect from environmental stressors. Whether it is from stressed skin from daily shaving or from environmental pollutants, a potent dose of Phytofuse Rejuvenate® is key to calm and soothe for healthy-looking skin while providing a shield from outside stressors.

Skin Density

Improves skin density by

+28%

after 4 weeks when compared to untreated control

Anti-Inflammatory

Decreases IL-6 levels by

-52%

at 1% concentration compared to complete media

Wound Healing

Increases cell migration rate

+28%

at 0.2% concentration after 24 hours compared to complete media

Pollution Protection

Increases pollution protection

+61%

post-wash compared to untreated control





BOLD & BEARDED

Buff It Up Scrub

A close-up of a dollop of a light-colored, textured scrub. The scrub is off-white or light beige with small, dark specks throughout, suggesting exfoliating particles. It is shaped into a roughly oval form.

Gentle Exfoliator

buffs away dead skin cells for a refreshed feel

Rid of Redness Moisturizer

A close-up of a dollop of a bright green moisturizer. The moisturizer is thick and has a glossy, slightly wavy texture. It is shaped into a roughly oval form.

Moisture Boost

a light green tint to cancel out redness

#MEN-IFICATION

Miracle Mane Balm



Tame the Mane

a hydrating style tool for an authentic appearance

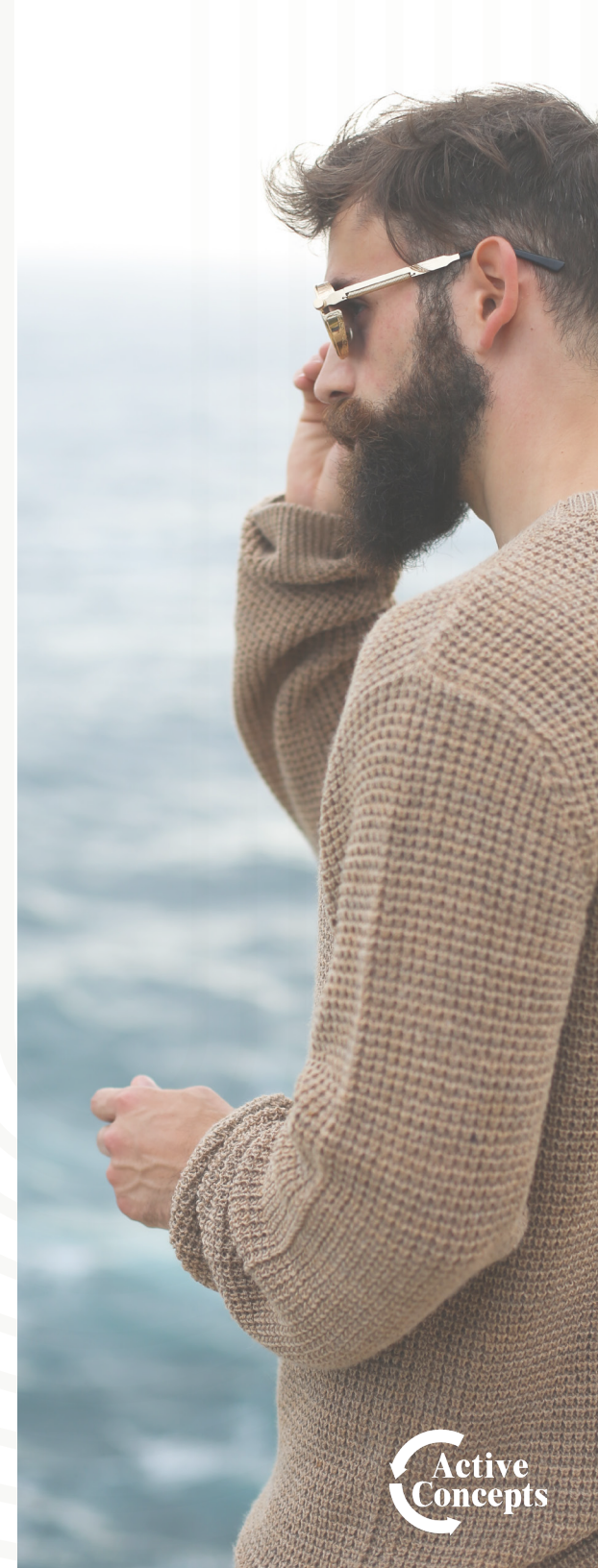
Gentle Texture Hair Hold



Confidently Styled

provides a natural-looking texture for hair all day

7










SCAN ME!



TO SEE MY TEXTURE

Buff It Up Scrub

Skin texture and ingrown hairs are common concerns when it comes to men's care. Exfoliating facial skin is a great way to combat these pesky skin issues. Buff It Up Scrub is a gentle, yet effective skin exfoliator. The addition of AC Water Kefir PHA offers gentle chemical exfoliation and helps to promote collagen synthesis over time. Incorporate this daily scrub, and our other active ingredients, into your routine for a fresh start to every morning.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 22064 AC Water Kefir PHA	Water & Opuntia Ficus-Indica Fruit Extract & Lactobacillus Ferment	Offers standardized gluconic acid to exfoliate skin with a gentle approach	<ul style="list-style-type: none"> • Promotes Collagen Synthesis • Exfoliating • Vegan PHA
 10229 ABS White Willow Bark Extract Powder	Salix Alba (Willow) Bark Extract	Standardized for 53-65% natural salicylates, this ingredient is ideal for reducing inflammation and is an efficacious antimicrobial	<ul style="list-style-type: none"> • Natural Salicylic Acid Alternative • Ideal for Problem Skin • Antioxidant
 20246 ACB Papaya Enzyme	Lactobacillus/Papaya Fruit Ferment Extract & Carica Papaya (Papaya) Seed Oil	A natural exfoliator to remove dead skin cells	<ul style="list-style-type: none"> • Revitalizing • Hydrating • Conditioning
 10405PF ABS Ginger Mint Cooling PF	Water & Zingiber Ofnale (Ginger) Root Extract & Mentha Piperita (Peppermint) Leaf Extract	A unique blend of ginger root and peppermint leaf extracts designed to provide a pleasant cooling effect	<ul style="list-style-type: none"> • Aesthetic Enhancement • Cooling Sensation • Anti-inflammatory
 10119 ABS Green Coffee Bean Powder	Coffea Robusta Seed Powder	Used as a natural alternative to synthetic scrub particles for natural exfoliation methods	<ul style="list-style-type: none"> • Physical Exfoliant • Nourishing • Revitalizing
 M16008 PhytoCide Lichen	2,3-Butanediol & Cladonia Rangiferina Extract	Rich in usnic acid and extracted from <i>Cladonia rangiferina</i> , this ingredient provides broad-spectrum protection along with antioxidant	<ul style="list-style-type: none"> • Nonionic • Antioxidant • Natural Antimicrobial
 M15019MAX Leucidal® SF Max	Lactobacillus Ferment	Optimizing the fermentation process, Leucidal® SF MAX provides broad-spectrum antimicrobial results with an	<ul style="list-style-type: none"> • Anti-inflammatory • Skin Conditioning • Natural Antimicrobial

Sample Formulation



Buff It Up Scrub

Formulation Guidelines

1. Add DI water and begin moderate mixing. Heat to 75-80°C.
2. Combine Phase B ingredients in a separate container and mix until there are no clumps. Add to Phase A and mix.
3. Add Phase C items in order given at 75-80°C. and mix until uniform. Then add Phase D items in a separate container and begin heating to 75-80°C. Mix until the solids are melted.
4. Combine Phase E items in a separate container and mix until clear. Add in increments to batch at 75-80°C to adjust pH to 5.00-6.00 and mix well. Cool to 35-40°C.
5. Add Phase F items at 35-40°C and mix well.
6. For pH adjustments only: Combine Phase E items in a separate container and mix until clear. Add solution to batch in small increments to target a pH of 5.00-6.00. Cool to 30-35°C.

Why We Love It
 Buffs Away Dead Skin Cells

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	42.45	Local
Dissolvine GL-47-S	Tetrasodium Glutamate Diacetate	0.30	AkzoNobel
Phase B			
Glycerin	Glycerin	5.00	Stock
Polargel V BC	Bentonite	1.25	Brenntag
Amigel	Sclerotium	0.25	AkzoNobel
Phase C			
10229 ABS White Willow Bark Extract Powder	Salix Alba (Willow) Bark Extract	4.00	Active Concepts
Cocamidopropyl Betaine	Cocamidopropyl Betaine	10.00	Formulator Sample Shop
20963 AC PolyJackharides	Water & Artocarpus Heterophyllus Fruit Extract	2.00	Active Concepts
16882 AC Phytofuse Rejuvenate®	Salvia Hispanica Seed Extract	2.00	Active Concepts
22064 AC Water Kefir	Water & Opuntia Ficus-Indica Fruit Extract & Lactobacillus Ferment	2.00	Active Concepts
Phase D			
Stearic Acid 90%	Stearic Acid	9.50	Acme-Hardesty
Deodorized Orange Wax #139B	Citrus Aurantium Dulcis (Orange) Peel Wax	1.00	Koster Keunen
Olivem 1000	Cetearyl Oliviate (and) Sorbitan Oliviate	4.50	HallStar
20246 ACB Papaya Enzyme OS	Lactobacillus/Papaya Fruit Ferment Extract & Carica Papaya (Papaya) Seed Oil	5.00	Active Concepts
Phase E			
Sodium Hydroxide 25%	Water & Sodium Hydroxide	q.s.	Stock
Phase F			
10405PF ABS Ginger Mint Extract Cooling PF	Water & Zingiber Ofnale (Ginger) Root Extract & Mentha Piperita (Peppermint) Leaf Extract	2.00	Active Concepts
M16008 PhytoCide Lichen	2,3-Butanediol & Cladonia Rangiferina Extract	2.00	Active Micro Technologies
M15019MAX Leucidal® SF Max	Lactobacillus Ferment	1.00	Active Micro Technologies
540093 Weathered Driftwood PC	Fragrance	0.75	Agilex
10119 ABS Green Coffee Bean Powder	Coffea Robusta Seed Powder	5.00	Active Concepts
Phase G			
Citric Acid 50%	Water & Citric Acid	q.s.	Stock



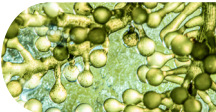




SCAN ME!



TO SEE MY TEXTURE

Rid of Redness Moisturizer

Unwanted skin redness can chip away at confidence, but this kit is intended to give confidence back. Don't let uneven skin tone and dryness be the opponent. Instead, apply this innovative moisturizer that has the ever-so-slightest green tint to counteract redness, whether the redness is from rosacea, acne, or blotchiness. This neutralizing technology will leave irritated skin looking calm and feeling smooth. Featuring our ACB Yogurt Respiratory Factor PF, this powerful probiotic-based ingredient will improve the texture of the skin and increase cellular metabolism and cellular production.

	Featured Active	INCI Name	Mechanism	Multifunctional Benefits
	20224PF ACB Yogurt Dermal Respiratory Factor PF	Lactobacillus Ferment Lysate Filtrate	Yogurt contains powerful probiotics that can improve the health and texture of the skin	<ul style="list-style-type: none"> • Prebiotic Marketability • Promotes Homeostasis • Soothing
	10414 ABS Acai Sterols EFA	Euterpe Oleracea Sterols & Linoleic Acid & Oleic Acid & Linolenic Acid	This super fruit ingredient can be used as a natural replacement for synthetic and animal-derived materials to increase moisture	<ul style="list-style-type: none"> • Improves Barrier Function • Intense Moisturization • Standardized for Fatty Acids
	20852 AcquaSeal® Algae	Chlamydomonas Reinhardtii Extract	AcquaSeal® Algae is an oil-soluble active designed to promote youthful skin by reducing 'inflammaging' and increasing cellular proliferation	<ul style="list-style-type: none"> • Moisturizing • Anti-aging • Reduces Water Loss
	10405PF ABS Ginger Mint Cooling PF	Water & Zingiber Officinale (Ginger) Root Extract & Mentha Piperita (Peppermint) Leaf Extract	A unique blend of ginger root and peppermint leaf extracts designed to provide a pleasant cooling effect	<ul style="list-style-type: none"> • Aesthetic Enhancement • Cooling Sensation • Anti-inflammatory
	21005PF AC Biopolymer Chia	Coconut Acid & Salvia Hispanica Seed Extract	A modified protein with a lipid moiety that disrupts the surface tension of sebum on the skin by naturally binding to excess sebum	<ul style="list-style-type: none"> • Sebum Control • Film-Former • Ideal for Problem Skin
	M16008 PhytoCide Lichen	2,3-Butanediol & Cladonia Rangiferina Extract	Rich in usnic acid and extracted from <i>Cladonia rangiferina</i> , this ingredient provides broad-spectrum protection along with antioxidant benefits	<ul style="list-style-type: none"> • Non-Ionic • Antioxidant • Natural Antimicrobial
	M15019MAX Leucidal®SF Max	Lactobacillus Ferment	Optimizing the fermentation process, Leucidal® SF MAX provides broad-spectrum antimicrobial results with an increased degree of confidence	<ul style="list-style-type: none"> • Anti-inflammatory • Skin Conditioning • Natural Antimicrobial

Sample Formulation



Rid of Redness Moisturizer

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	41.70	Local
Natrlquest E30	Trisodium Ethylenediamine Disuccinate	0.30	Innospec
Zemea	Propandiol	5.00	DuPont
UniPure Green LC 788	CI 77288	0.15	Sensient
Solagum Tara	Caesalpinia Spinosa Gum	0.30	Seppic
Glycerin	Glycerin	1.00	Active Micro Technologies
M15019MAX Leucidal® SF Max	Lactobacillus Ferment	1.00	Active Micro Technologies
Citric Acid (Anhydrous)	Citric Acid	0.05	Stock
Phase B			
Dermol 25B	C12-15 Alkyl Benzoate	10.00	Alzo
Botanisolar OZ-1	Zinc Oxide (and) Ethylhexyl Olivatate (and) Jojoba Esters (and) Squalene (and) Trihydroxystearin (and) Polyhydroxystearic Acid	8.00	DD Chem Co.
Hydramol TGL Ester	Polyglyceryl-3 Laurate	1.00	Lubrizon
10414 ABS Acai Sterols	Euterpe Oleracea Sterols & Linoleic Acid & Oleic Acid & Linolenic Acid	2.00	Active Concepts
20852 AcquaSeal® Algae	Chlamydomonas Reinhardtii Extract	4.00	Active Concepts
Emulium Mellifera MB	Polyglyceryl Distearate, Jojoba Esters, Polyglyceryl-3 Beeswax, Cetyl Alcohol	4.00	Gattefossé
Sunflower Wax #258	Helianthus Annuus (Sunflower) Seed Wax	2.00	Koster Keunen
Cetyl Esters NF	Cetyl Esters	1.00	RITA
Hallstar GMS SE/SA	Glyceryl Stearate (and) PEG-100 Stearate	2.00	HallStar
Phase C			
16882 Phytofuse Rejuvenate®	Salvia Hispanica Seed Extract	2.00	Active Concepts
20963 AC PolyJackharides	Water & Artocarpus Heterophyllus Fruit Extract	2.00	Active Concepts
20224PF ACB Yogurt Dermal Respiratory Factor PF	Lactobacillus Ferment Lysate Filtrate	2.00	Active Concepts
10405PF ABS Ginger Mint Cooling PF	Water & Zingiber Officinale (Ginger) Root Extract & Mentha Piperita (Peppermint) Leaf Extract	2.00	Active Concepts
21005PF AC Biopolymer Chia PF	Coconut Acid & Salvia Hispanica Seed Extract	2.00	Active Concepts
M16008 PhytoCide Lichen	2,3-Butanediol & Cladonia Rangiferia Extract	2.00	Active Micro Technologies
5400913 Weathered Driftwood PC	Fragrance	0.50	Agilex
Phase D (Citric Acid, Anhydrous)	Citric Acid	q.s.	Stock

Formulation Guidelines

1. Add DI water and Natrlquest E30 with moderate mixing. Combine Zemea and UniPure Green in a separate container until slurry is formed. Add to batch, then homogenize.
2. Combine Solagum Tara and Glycerin and mix until a clump-free slurry is obtained. Add to batch and mix until uniform. Heat to 75-80°C.
3. Add remaining Phase A items while heating to 75-80°C.
4. Combine Phase B items in a separate container and heat to 75-80°C. Mix well until solids are melted. Add Botanisolar OZ-1 to oil phase with good mixing and until well dispersed.
5. Add Phase B to Phase A at 75-80°C with regular prop mixing for 5-10 minutes. Then homogenize. Return to regular propeller mixing and cool to 38-43°C.
6. Add Phase C items at 38-43°C and mix. Check pH and adjust with Phase D as needed to 7.00-8.00. Stop mixing at 30-35°C.

Why We Love It
Evens Skin Tone





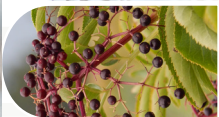
SCAN ME!



TO SEE MY TEXTURE

Miracle Mane Balm

The beard of your dreams is one balm away. Simplify the scruff and soothe the irritation caused from shaving and new hair growth while AC Vegan Keratin OS leaves your beard feeling soft, weightless, and touchable. This buttery textured balm is a grooming powerhouse in disguise, wrangling coarse hairs while providing pliable hold without residue. Your mane will never be the same!

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	A combination of quinoa, lentil, and chickpea peptides in an apricot oil base provides a functional equivalent to oil-soluble hydrolyzed keratin	<ul style="list-style-type: none"> • Visibly Reduces Frizz • Hydrates Hair • Eco-Conscious Beauty
 10408 ABS Acai Sterols	Euterpe Oleracea Sterols	Sterols derived from acai are known for improving hydration and moisture	<ul style="list-style-type: none"> • Conditioning • Nourishing • Smoothing
 20742 AcquaSeal® Coconut	Cocos Nucifera (Coconut) Fruit Extract	This ingredient endows the skin and hair with a silky texture without the feel of an oily or greasy residue	<ul style="list-style-type: none"> • Enhances Aesthetics • Intense Moisturization • Antioxidant
 M15019MAX Leucidal SF® Max	Lactobacillus Ferment	Optimizing the fermentation process, Leucidal® SF MAX provides broad-spectrum antimicrobial results with an increased degree of confidence	<ul style="list-style-type: none"> • Anti-inflammatory • Skin Conditioning • Natural Antimicrobial
 M16003 PhytoCide Elderberry OS	Sambucus Nigra Fruit Extract	This ingredient captures both the cosmetic and antimicrobial benefits of elderberry, a fruit rich in phytochemicals	<ul style="list-style-type: none"> • Nourishing • Moisturizing • Natural Antimicrobial

Sample Formulation



Miracle Mame Balm

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	69.28	Local
Zemea	Propandiol	1.00	DuPont
Konjac Mannan Gel Powder	Amorphophallus Konjac Root Extract	0.60	GFN/OMYA
Hydroxyethyl Cellulose	Hydroxyethylcellulose	0.60	Formulator Sample Shop
Glycerin	Glycerin	5.00	Stock
M15019MAX Leucidal® SF Max	Lactobacillus Ferment	2.50	Active Micro Technologies
Phase B			
Cetearyl Alcohol 50/50	Cetearyl Alcohol	4.00	RITA
10408 ABS Acai Sterols	Euterpe Oleracea Sterols	2.00	Active Concepts
20742 AcquaSeal® Coconut	Cocos Nucifera (Coconut) Fruit Extract	2.00	Active Concepts
Olivem 1000	Cetearyl Oliviate (and) Sorbitan Oliviate	1.00	HallStar
Caprylic/Capric Triglycerides	Caprylic/Capric Triglycerides	4.00	Stock
20964 AC Vegan Keratin OS	Prunus Armeniaca (Apricot) Kernel Oil & Lens Esculenta (Lentil) Seed Extract & Hydrolyzed Cicer Seed Extract	2.00	Active Concepts
M16003 PhytoCide Elderberry OS	Sambucus Nigra Fruit Extract	2.00	Active Micro Technologies
Phase C			
16882 Phytofuse Rejuvenate®	Salvia Hispanica Seed Extract	2.00	Active Concepts
20963 AC PolyJackharides	Water & Artocarpus Heterophyllus Fruit Extract	2.00	Active Concepts
Phase D			
Citric Acid Solution 25%	Water & Citric Acid	q.s.	Stock

Formulating Guidelines

1. Mix Phase A using propeller mixing at 300rpm. Heat to 80°C.
2. In a separate container, add Phase B and heat to 80°C. Mix until uniform.
3. In a separate container, add Phase C and mix until uniform.
4. Once heated, add Phase B to Phase A using homogenization. Cool to room temperature using side sweep mixing.
5. At 40°C, add Phase C while mixing and mix until uniform.
6. At 35°C, add Phase D while mixing and mix until uniform.
7. Homogenize if needed.




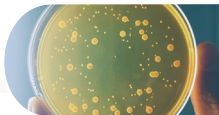


Why We Love It
Hydrates Beard & Tames Strays



Gentle Texture Hair Hold

Gentle Texture Hair Hold provides a tender hold, soft to the touch with a matte finish for a natural look every time. This unique formula helps to add volume and texture to otherwise flat hair. ProCutiGen® Hold modifies the hair shape while protecting it from styling damage. Give your hair a full-bodied look with shapable hold with this texturizing product.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 20831 ProCutiGen® Hold	Phyllostachys Bambusoides Extract & Leuconostoc/Radish Root Ferment	This ingredient consists of bivalent cationic peptides that create a <i>de novo</i> cuticle on the hair to prevent damage from happening and modify hair shape	<ul style="list-style-type: none"> • Strengthens Hair • Style Retention • Great for All Hair Types
 16810SF ACB Pisum Sativum Peptide SF	Pisum Sativum (Pea) Peptide	A hydrolyzed pea protein that utilizes novel technology to provide antioxidant, anti-aging, hydrating, and smoothing benefits	<ul style="list-style-type: none"> • Hair Volumizing • Hair Pollution Protection • Hydrating
 10247 ABS Pomegranate Sterols	Punica Granatum Sterols	Derived from cold-pressing seeds for oil, this ingredient minimizes waste through a Cradle to Cradle approach while providing moisturization and sensorial function	<ul style="list-style-type: none"> • Functional Actives • Intense Moisturization • Sensorial Attributes
 M14005 ProBiocin V™	Lactobacillus Ferment Lysate	Effectively inhibits the growth of <i>Malassezia spp.</i> , the bacteria responsible for dandruff	<ul style="list-style-type: none"> • Scalp Care • Redness Reduction • Natural Antimicrobial

Sample Formulation



*Gentle Texture
Hair Hold*

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	55.50	Local
Glycerin	Glycerin	4.00	Stock
M14005 ProBiotic V™	Lactobacillus Ferment Lysate	4.00	Active Micro Technologies
Hydroxyethylcellulose (HEC)	Hydroxyethylcellulose	0.50	Formulator Sample Shop
Phase B			
10247 ABS Pomegranate Sterols	Punica Granatum Sterols	2.00	Active Concepts
Caprylic/Capric Triglycerides	Caprylic/Capric Triglyceride	5.00	Stock
Carnauba Wax	Copernicia Cerifera (Carnauba) Wax	3.00	Formulator Sample Shop
Candelilla Wax	Euphorbia Cerifera (Candelilla) Wax	3.00	Formulator Sample Shop
Rita Cetearyl Alcohol 50/50	Cetearyl Alcohol	4.00	RITA
BTMS 50	Behentrimonium Methosulfate (and) Cetyl Alcohol (and) Butylene Glycol	3.00	Formulator Sample Shop
Ecosil	Hydrogenated Ethylhexyl Oliviate (and) Hydrogenated Olive Oil Unsaponifiables	2.00	Formulator Sample Shop
Cetyl Esters NF	Cetyl Esters	1.00	RITA
Kester Wax K 60P	Polyhydroxystearic Acid	4.00	Brenntag
Phase C			
16882 Phytofuse Rejuvenate®	Salvia Hispanica Seed Extract	2.00	Active Concepts
20963 AC PolyJackharides	Water & Artocarpus Heterophyllus Fruit Extract	2.00	Active Concepts
20831 ProCutiGen® Hold	Phyllostachys Bambusoides Extract & Leuconostoc/Radish Root Ferment	1.50	Active Concepts
16810SF ACB Pisum Sativum Peptide SF	Pisum Sativum (Pea) Peptide	2.50	Active Concepts
5400913 Weathered Driftwood PC	Fragrance	0.50	Agilex
Formulating Guidelines			

1. Combine Phase A and heat to 80°C while mixing.
2. In a separate container, combine Phase B and heat to 80°C.
3. At temperature, combine Phase A and Phase B; homogenize briefly.
4. While mixing, add Phase C to Phase AB; mix until uniform.
5. Pour into containers while still warm.



Why We Love It
Provides Natural Texture



Stay in Touch!

@activeconceptsglobal



Website

www.activeconceptsllc.com

Active Concepts, LLC

Lincolnton, NC USA
info@activeconceptsllc.com

Active Concepts, SRL

Milano, Italy
info@activeconcepts.it

Active Concepts LLC, Asia

Kaohsiung, Taiwan
info-asia@activeconceptsllc.com.tw

