

SUPER FOODS

Functional Actives

*Suggested
Applications*

**Moisturizing
Antioxidant
Anti-Aging
Great for Skin & Hair**



THE BACKGROUND.

Today's modern consumer drives innovation in the market including industries such as wellness, nutrition, food and beverage, fashion, and personal care. As awareness progresses, consumer focus shifts to natural, botanical ingredients offering sustainable origins and nutritional histories. With an importance on vegan and nature derived materials, it is not surprising for fruits, vegetables, and grains to increase in popularity. Superfoods are becoming the norm throughout the economy as individuals focus on healthy lifestyle changes including food, beverages, and cosmetic products.

Superfoods are typically plant-based materials such as berries, leafy greens, fruits, or other vegetables that are considered nutrient dense or beneficial for the overall health of the body. With a substantial collection of nutrients, superfoods are known to boost health, increase energy and mood, while also rejuvenating the complexion. Superfoods commonly contain vitamins, minerals, and antioxidants to protect the body inside and out.

Formulator Sample Shop offers a variety of ingredients that would encompass the superfood trend for hair, skin, and body formulations. Superfood materials play an important role in the food and wellness industries. Now, nutrient packed super fruits, grains, proteins, and vegetables can optimize skin's natural beauty in personal care applications.

SUPERFOOD ACTIVES.

FSS Pomegranate Enzyme PF

PRODUCT CODE: FSS20440PF

INCI NAME: *Lactobacillus/Punica Granatum* Fruit Ferment Extract



Exfoliating
Conditioning
Nourishing

Find the beauty that lies beneath. **FSS Pomegranate Enzyme PF** provides exfoliation properties to rejuvenate the complexion. Cosmetically, fruit enzymes have been used as a safe means of exfoliation. Exfoliation is an important segment of a skin care regimen, which serves to remove the outer layer of dead skin cells that traps both bacteria and sebum. Utilizing pomegranate enzymes for this purpose is appealing to consumers due to the holistic qualities associated with this ancient superfood. Pomegranates also contain proteolytic enzymes, which help gently breakdown and digest large proteins that have accumulated on the hair and scalp. Fruit enzymes, particularly proteolytic enzymes, serve as a safe means of removing product build up from hair strands.

***In vivo* Efficacy:** Cellular Renewal Assay, Moisturization Assay Transepidermal Water Loss Assay

FSS Acai Sterols EFA

PRODUCT CODE: FSS10414

INCI NAME: *Euterpe Oleracea* Sterols & Linoleic Acid & Oleic Acid & Linolenic Acid



Improves Barrier Function
Hydrating
Functional Active

Acai Palms (*Euterpe oleracea*) are native to the tropical Central and South American climes and grow from Belize to the south of Brazil and Peru in floodplains and swamps. Derived from the lipid fraction of the acai fruit, **FSS Acai Sterols EFA** can be used as a natural replacement for synthetic materials such as petrolatum and animal-derived materials, like lanolin, offering increased hydration and enhanced barrier function. It can also be used to enhance shine in color applications. **FSS Acai Sterols EFA** has been standardized to contain essential fatty acids (EFA) to revitalize the aesthetic.

***In vivo* Efficacy:** Salon Half Head Study, Sensory Assessment Assay

***Ex vivo* Efficacy:** Gloss Assay



SUPERFOOD ACTIVES.



FSS Fruit Mix

PRODUCT CODE: FSS20343LNZ

INCI NAME: Water & Vaccinium Myrtillus Fruit Extract & Saccharum Officinarum (Sugar Cane) Extract & Citrus Aurantium Dulcis (Orange) Fruit Extract & Citrus Limon (Lemon) Fruit Extract & Acer Saccharum (Sugar Maple) Extract

Promotes Collagen
Moisturization
Cellular Renewal

Alpha Hydroxy Acids have transformed the modern cosmetic market. Instead of relying on statistics, consumers can literally feel and see an immediate difference in their skin – a smooth, brighter complexion with a diminished appearance of unwanted wrinkles. **FSS Fruit Mix** contains natural Alpha Hydroxy Acids. This product is capable of improving moisturization while simultaneously increasing the production of structural components, such as collagen. **FSS Fruit Mix** works to brighten skin through exfoliation and moisturization. Enhance natural skin beauty with **FSS Fruit Mix**.

In vitro Efficacy: ROS Assay, Sirius Red Fast Green Analysis

In vivo Efficacy: Cellular Renewal, Rinse-off Moisturization Assay, Salon Half Head Study



FSS Kale Protein Blend

PRODUCT CODE: FSS20036

INCI NAME: Hydrolyzed Kale Protein & Hydrolyzed Carrot Protein & Hydrolyzed Lemon Protein

Antioxidant Protection
Volumizing
Hydrating

FSS Kale Protein Blend combines the power of kale, carrot, and lemon into one nutrient rich formula designed to condition and moisturize while fighting the signs of aging. Kale boosts the health of skin with a rich supply of nutrients. Known for its high Vitamin A content, carrots add to the blend's ability to moisturize and repair dry or damaged skin and hair. These two vegetables are complimented by their nutritious fruit counterpart- lemon, widely known in the beauty industry for its antioxidant activity and more recently for its ability to brighten skin. Add **FSS Kale Protein Blend** to any skin or hair care formulation for moisturizing, conditioning, and nourishing results.

In vitro Efficacy: ORAC Assay, ROS Assay, Sirius Red Fast Green Analysis

In vivo Efficacy: Salon Half Head Study, Transepidermal Water Loss Assay

Ex vivo Efficacy: Volumizing Assay



FSS Pisum Sativum Peptide

PRODUCT CODE: FSS16810

INCI NAME: Pisum Sativum (Pea) Peptide

Volumizing
Hydrating
Antioxidant Protection

FSS Pisum Sativum Peptide is a hydrolyzed pea protein that utilizes a novel technology to provide all the benefits of hydrolyzed proteins and then some. This product provides antioxidant, anti-aging, hydrating and smoothing benefits to the skin and hair. Not only that, but it also provides volumizing benefits when used in hair care formulations! *Pisum sativum* continues to gain attention from nutrition and health advocates for being a plant-based, hypo-allergenic protein with high nutritional value.

In vitro Efficacy: ORAC Assay, ROS Assay, SA-Beta-gal Assay, Sirius Red Fast Green Assay, TGF-B1 ELISA Analysis

In vivo Efficacy: Salon Half Head Study

Ex vivo Efficacy: Hydration Assay, Volumizing Assay, Hair Pollution Protection Assay



SUPERFOOD ACTIVES.



FSS Quinoa Protein

PRODUCT CODE: FSS20037

INCI NAME: Hydrolyzed Quinoa

Hydrating
Reduce Transepidermal Water Loss
Rejuvenating

Quinoa has been referred to as the “Mother Grain” by the Incas of Peru who considered the plant to be sacred due to its high nutritional value and ability to flourish at high altitudes in cold, dry climates. The manufacturer harnesses this superfood’s benefits and creates a way for them to be applied to skin and hair care through **FSS Quinoa Protein**. Utilizing enzymatic hydrolysis, quinoa proteins are harnessed for personal care formulations. These proteins impart exceptional hydration, softening, and emollient properties to the skin or hair. **FSS Quinoa Protein** offers conditioning and nourishing properties for all skin and hair types, but it is particularly suitable for those that experience excessively dry skin or hair.

In vitro Efficacy: ORAC Assay, ROS Assay

In vivo Efficacy: Transepidermal Water Loss Assay

Ex vivo Efficacy: Hydration Assay



FSS Watercress Extract SF

PRODUCT CODE: FSS11907

INCI NAME: Water & Nasturtium Officinale Extract

Standardized for Vitamin C content
Improves Skin Elasticity
Promotes Anti-aging Properties

FSS Watercress Extract SF is standardized for 2.0% maximum Vitamin C content. As the trend for healthy minds and bodies is increasing now more than ever, people are paying more attention to the ingredients put in their personal care products. Vitamin C is an essential nutrient and plays an important role in the enzymatic synthesis for the production of collagen, which is directly related to improving skin elasticity. As age increases, the amount of type III collagen decreases. As our skin cannot produce Vitamin C on its own, topical use is important and can be incorporated in a water soluble form, L-Ascorbic Acid, or oil soluble form, Ascorbyl Palmitate. This new superfood will help press pause on aging and simultaneously reduce DNA damage. **FSS Watercress Extract SF** also exhibits anti-inflammatory effects by reducing the amount of Interleukin-6, a cytokine responsible for the role of inflammation and aging. In addition, **FSS Watercress Extract SF** also promotes antioxidant effects, counteracting the damages of UV radiation, pollutants, and foreign substances on the skin.

In vitro Efficacy: ORAC Assay, ROS Assay, IL-6 ELISA Assay, Intracellular Calcium Assay



FSS Rice Lipids Plus

PRODUCT CODE: FSS10350

INCI NAME: Oryza Sativa (Rice) Lipids

Reduces Transepidermal Water Loss
Promotes Collagen
Binding Agent

Due to the fact that free radicals play an important role in skin aging, the antioxidant activity is a desired benefit for skin care. When used as a binding system, **FSS Rice Lipids Plus** delivers ease of spread-ability to cosmetic preparations while also providing sufficient payoff in pressed powders. With its light weight and low viscosity, **FSS Rice Lipids Plus** can also be used as a binder in liquid color cosmetics as well. Its ease of use should also be taken into consideration, as unlike waxes, **FSS Rice Lipids Plus** does not need to be melted prior to use. There is an inverse relationship between barrier function and a coefficient of permeability. As a result, the low coefficient of permeability for **FSS Rice Lipids Plus** indicates that it is excellent for creating a barrier on the skin.

In vitro Efficacy: Sirius Red Fast Green Assay

In vivo Efficacy: Transepidermal Water Loss Assay

SUPERFOOD ACTIVES.



Phytofuse Rejuvenate®

PRODUCT CODE: FSS16882

INCI NAME: *Salvia Hispanica* Seed Extract

Wound Healing
Anti-inflammatory
Film-Forming

Phytofuse Rejuvenate® is a natural carbohydrate scaffolding that promotes wound healing and protects the skin and hair from pollution. The isolated polysaccharides extracted from the *Salvia hispanica* seed have demonstrated their ability to aid in cell proliferation and impart wound healing and anti-inflammatory properties to the skin to prevent signs of aging. **Phytofuse Rejuvenate®** is capable of delivering exceptional wound healing, anti-inflammatory, film forming, and anti-irritant benefits as well as improving sensorial properties of any formulation.

In vitro Efficacy: IL-6 ELISA, ORAC Assay, ROS Assay, SA-Beta-gal Assay, Scratch Assay

In vivo Efficacy: High Resolution Ultrasound Imaging, Moisturization Assay, Pollution Protection Analysis, Salon Half Head Study, Sensory Analysis, Transepidermal Water Loss Assay

FSS PolyJackharides

PRODUCT CODE: FSS20963

INCI NAME: Water & *Artocarpus Heterophyllus* Fruit Extract

Moisturizing
Anti-Frizz
Upcycled Superfood

Jackfruit is one of the largest edible fruits grown worldwide and is an increasingly popular superfood 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. Actively promoting a circular economy, the manufacturer transforms this would-be waste into an efficacious cosmetic active. **FSS PolyJackharides**, comprised of jackfruit polysaccharides extracted from upcycled food industry waste, allows a formulator to not only capitalize on a superfruit, hero ingredient that is trending in the food and nutrition market, but also a product capable of providing the skin with essential moisturization and the hair with hydrating and anti-frizz benefits.

In vivo Efficacy: Rinse-Off Moisturization Assay, Salon Half Head Study



BiEau® Actif Green Algae

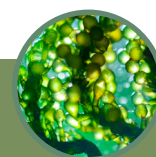
PRODUCT CODE: FSS16906

INCI NAME: *Spirulina Platensis* Extract

Moisturizing
Sustainably Manufactured
Improves Barrier Function

BiEau® Actif Green Algae is the sustainably sourced essence of *Spirulina platensis*, designed to elevate skin moisture levels and promote effective beauty with an environmental conscience. *Spirulina platensis* is a blue-green algae considered as a superfood and recognized as an abundant resource of nutrients, including niacinamide, or Vitamin B₃. Topical application of niacinamide can help strengthen the skin barrier and increase the moisture content of the skin. **BiEau® Actif Green Algae** employs a novel approach to sustainability while capitalizing on the presence of niacinamide from *Spirulina platensis* to improve moisturization and promote supple, healthier-looking skin.

In vivo Efficacy: Moisturization Assay, Transepidermal Water Loss Assay



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