



 **Formulator**
SAMPLE SHOP

Men's Care
Innovations for the Well-Groomed Male



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Introduction

The manufacturer is built upon three pillars; innovative technology platforms, market leading customer support, and products with a purpose. For almost two decades, they have 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.

The modern man is mindful with his appearance and ever more aware of the benefits associated with a proper grooming routine. Men's personal care products used to consist of shaving cream, shampoo, and deodorant, but the result of the growing global men's grooming market is a myriad of products – moisturizers, facial cleansers, anti-aging lotions, concealers, and even facial masks—all designed specifically for men. Men's toiletries are one of the fastest growing categories, in terms of value and volume, in the beauty and personal care market. As the growing trend for tailor-made products continues, it is essential that proper active ingredients are included in men's formulations to meet men's specialized needs.

The manufacturer is constantly observing global market trends and creating new innovations, responding to the latest market demands. They deliver a variety of scientifically tested active ingredients that address specific needs to cover the full range of a modern male grooming routine throughout the day. Using scientific methods, they have developed multifunctional active ingredients supported by proven efficacy data to deliver exceptional benefits.

Active ingredients are assigned to a category for ease of browsing throughout this document. These categories are based on market demands and needs. Remedies for Skin Defense, Post Shaving, Problem Skin, Body Sculpting, and Beard Care are clear front-runners of interest. Men desire tailor-made solutions that deliver visible results. Formulator Sample Shop offers innovative, multifunctional active ingredients to support the formulator's success in the male personal care market.













Skin Defense

Men's skin care, while similar, does differ from women's. Men's skin is known to be approximately 20% thicker than their female counterparts. Higher levels of androgenic hormones contribute to a man's thicker dermis and epidermis, while also contributing to increased levels of elastin and collagen in comparison to female skin. Elevated levels of testosterone are responsible for a man's increase in oil production, however the surface of a man's skin tends to be drier due to skin thickness and lower levels of natural moisture. Male skin undergoes significant disruption in barrier function as a result of shaving and environmental insult. It is vital to improve skin hydration and maintain an optimal skin barrier function as the skin is the first line of defense.

The active ingredients below reflect different strategies to quench skin's thirst and lock in hydration.









	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	FSS20742 FSS AcquaSeal® Coconut	Cocos Nucifera (Coconut) Fruit Extract	Fractionated coconut lipids seal in moisture and transform the skin into a luxuriously soft, hydrated surface	<ul style="list-style-type: none"> • Antioxidant protection • Perceivable sensorial attributes • Intense moisturization
	FSS16586 Phytofuse Renew®	Selaginella Lepidophylla Extract	Moisture Retentive Complex delivers a protective film to the skin and allows for powerful, long-term moisturization	<ul style="list-style-type: none"> • Soothes skin • Improves barrier function • Antioxidant protection
	FSS26001 FSS Hyalurosomes	Dimethicone & Phospholipids & Polymethylsilsesquioxane & Hyaluronic Acid	Liposome delivers time sensitive moisturization for a period that far exceeds that of traditional Hyaluronic Acid	<ul style="list-style-type: none"> • Time-released hydration • Enhanced penetration • Smoothes and softens skin
	FSS12000 FSS Bio-Water Bamboo	Lactobacillus/Arundinaria Gigantea Ferment Filtrate	Nutrient infused bamboo bio-water controls absorption and donation of cellular electrolytes to replenish skin moisture levels	<ul style="list-style-type: none"> • Nutrient rich conditioning agent • Moisturizes with Zen appeal • Sustainably sourced
	FSS10414 FSS Acai Sterols EFA	Euterpe Oleracea Sterols & Linoleic Acid & Oleic Acid & Linolenic Acid	Acai derived essential fatty acids complement the skin's natural oil barrier to seal in hydration	<ul style="list-style-type: none"> • Botanical replacement of lanolin and petrolatum • Standardized for essential fatty acids • Improves barrier function
	FSS10568PF FSS Coconut Water PF	Cocos Nucifera (Coconut) Water	Nutrient rich coconut water balances electrolytes to restore hydration and provide a tropical paradise for the skin	<ul style="list-style-type: none"> • Hydrates for a refreshed look and feel • Natural electrolyte minerals • Nourishing and conditioning
	FSS10550 FSS Moringa Pterygosperma Seed Extract G	Glycerin & Moringa Oleifera Seed Extract	Renews the surface of the skin with increased protection from exposure to weathering elements with the help of the time-tested moringa seed	<ul style="list-style-type: none"> • Skin conditioning • Increases barrier protection • Natural vitamins and minerals
	FSS16882 Phytofuse Rejuvenate®	Salvia Hispanica Seed Extract	Isolated polysaccharides from Chia create a synthetic scaffolding that promotes wound healing and aid in cellular proliferation	<ul style="list-style-type: none"> • Anti-inflammatory • Promotes wound healing • Intense antioxidant



Post Shaving

Daily shaving constantly exposes skin to abrasions and micro-wounds that disrupt the skin's barrier function. The outermost layer of the skin can be removed with the razor blade while shaving, resulting in skin trauma and irritation. Androgens, including testosterone, depress wound healing by increasing inflammation, resulting in men exhibiting a slower rate of wound healing than women. It is essential to properly care for the impaired barrier function of freshly shaved skin. Razor burn and shave bumps are common frustrations for men who frequently shave, so products must be able to soothe the irritation and form a barrier to protect the skin while promoting healing. Repeated exposure to drying surfactants and environmental elements on a compromised skin barrier can lead to dry, inflamed skin.








The active ingredients below offer a range of mechanisms to soothe, calm, and heal the skin while promoting barrier function.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	FSS16586 Phytofuse Renew [®]	Selaginella Lepidophylla Extract	Moisture Retentive Complex delivers a protective film to the skin and allows for powerful, long-term moisturization	<ul style="list-style-type: none"> • Enhances tactile properties • Improves barrier function • Antioxidant protection
	FSS20228 FSS Agave HSP	Saccharomyces/Agave Americana Leaf Ferment Filtrate	Heat shock proteins of the agave maximize epidermal hydration and stabilize cell membranes to repair, protect, and soothe skin	<ul style="list-style-type: none"> • Reduces erythema • Increases collagen synthesis • Promotes wound healing
	FSS16503PF FSS Moisture-Plex Advanced PF	Glycerin & Water & Sodium PCA & Urea & Trehalose & Polyquaternium-51 & Sodium Hyaluronate	Increases cellular renewal and stabilizes epidermal phospholipids while improving moisture retention to soothe and hydrate the skin	<ul style="list-style-type: none"> • Reduces evaporation • Balances moisture • Enhances barrier integrity
	FSS40600 FSS Phyto-Biotics Perilla	Perilla Frutescens Extract	Phenolic metabolites produced by Perilla frutescens, offers antioxidant, soothing, antimicrobial and anti-aging benefits while enhancing cellular metabolism	<ul style="list-style-type: none"> • Utilizes stem cell technology • Potent antioxidant • Increases cellular metabolism
	FSS16882 Phytofuse Rejuvenate [®]	Salvia Hispanica Seed Extract	Isolated polysaccharides from Chia create a synthetic scaffolding that promotes wound healing and aid in cellular proliferation	<ul style="list-style-type: none"> • Anti-inflammatory • Promotes wound healing • Intense antioxidant
	FSS16618 FSS Probacillus Revive	Lactobacillus Ferment Lysate	Isolates of Lactobacillus bulgaricus enhance cellular renewal and speed repair to reinvigorate and renew skin	<ul style="list-style-type: none"> • Optimizes moisture levels • Maintains young, healthy looking skin • Capitalizes on probiotic trends
	FSS20219PF FSS Dermal Respiratory Factor Advanced PF	Water & Saccharomyces Lysate Extract	Increases cellular oxygenation, wound healing, and reduces inflammation while promoting collagen and elastin synthesis	<ul style="list-style-type: none"> • Relieves and repairs skin • Stimulates collagen and elastin production • Increases cellular respiration
	FSS20339PF FSS Bio-Chelate 5 PF	Water & Saccharomyces/Zinc Ferment & Saccharomyces/Copper Ferment & Saccharomyces/Magnesium Ferment & Saccharomyces/Iron Ferment & Saccharomyces/Silicon Ferment	Nutrient rich, fermented minerals efficaciously enhance barrier function and increase growth factor expression for healthier skin	<ul style="list-style-type: none"> • Anti-inflammatory • Increases cellular energy production • Enhances barrier function

Problem Skin

Testosterone affects almost every aspect of the male physiology, so it is no surprise that testosterone is a driving force in the appearance of a man's skin. Testosterone increases the production of facial and body sebum. While sebum provides protection and prevents water loss, an excess amount of sebum can wreak havoc on the skin. Pores increase in size to accommodate for increased sebum production. Enlarged pores can affect the surface and texture of the skin while excess sebum on the skin creates a favorable environment for the development of acne.



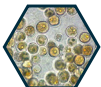


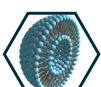

The active ingredients below reflect different approaches to control shine and combat problem skin.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	FSS10229 FSS White Willow Bark Extract Powder	Salix Alba Bark Extract	Antimicrobial power of natural salicylates reduce erythema and inflammation to promote clear, smooth skin	<ul style="list-style-type: none"> • Natural alternative to salicylic acid • Reduces redness and alleviates irritation • Excellent antioxidant protection
	FSS20496 FSS Pumpkin Enzyme PF	Lactobacillus/Pumpkin Fruit Ferment Filtrate	Beneficial pumpkin phytochemicals gently exfoliate and moisturize to improve the appearance and texture of skin	<ul style="list-style-type: none"> • Strong exfoliation • Balances moisture • Promotes healthy looking skin
	FSS16617 FSS ProRevive Blemish Balm Complex	Lactobacillus/Salix Alba Bark Ferment Filtrate	Active compounds enhance cellular function, increase renewal and repair, and enhance collagen synthesis to improve skin tone and reduce imperfections	<ul style="list-style-type: none"> • Stimulates collagen synthesis • Enhances cellular renewal • Antimicrobial
	FSS10201PF FSS Lady's Mantle Extract PF	Water & Alchemilla Vulgaris Extract	Powerful botanical polyphenols calm and soothe skin while reducing the appearance of pores to clean and refresh skin	<ul style="list-style-type: none"> • Minimizes appearance of pores • Antioxidant protection • Moisturizing
	FSS21002PF FSS Biopolymer Soy PF	Sodium C8-16 Isoalkylsuccinyl Soy Sulfonate	Modified protein with a lipid moiety disrupts the surface tension of sebum on the skin by naturally binding to excess sebum	<ul style="list-style-type: none"> • Controls sebum • Film-forming • Intense antioxidant
	FSS20395PBF FSS Sebum Control Enzyme PBF	Butylene Glycol & Water & Spiraea Ulmaria Extract	Naturally-derived tannins inhibit the production of the hormone that stimulates the sebaceous glands to prevent excess sebum and freshen skin	<ul style="list-style-type: none"> • Controls oil and dryness • Natural astringent • Antimicrobial
	FSS20073PF FSS Rice Bioferment PF	Lactobacillus/Rice Ferment Filtrate	Polypeptide biopolymer minimizes the appearance of sebum and reflects light to mask the presence of pores	<ul style="list-style-type: none"> • Sebum control • Minimizes appearance of pores • Promotes healthy looking skin

Body Sculpting

Influenced by toned athletes and actors, the modern man is looking to define and refine his perfect physique. In the past, men were encouraged to look after themselves in order to attract females – however, this new generation of men is looking more toward selfimprovement. This masculine revolution has led to a boom in body sculpting products that fit in with an active lifestyle. A combination of anti-aging, body sculpting, and antioxidant benefits can help any man refine his figure.








The active ingredients below feature different methods to visibly reduce imperfections and promote a youthful, toned aesthetic.

Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
 FSS16634 FSS Griffonia Lysate Advanced	Griffonia Simplicifolia Seed Extract	Naturally derived neurotransmitter and high molecular weight carbohydrates impart a tangible and supple film on the skin	<ul style="list-style-type: none"> • Tightening and lifting • Neuro-cosmetic • Immediately perceivable results
 FSS20793PF FSS CytoSulf PF	Plankton Extract	Plankton derived sulfide donors induce cellular stasis for skin that defies aging through practical science	<ul style="list-style-type: none"> • Slows cellular aging • Moisturizing • Next generation anti-aging
 FSS20757PF FSS CytoPure PF	Crypthecodinium Cohnii Extract	Activates the power of glutathione to reduce the accumulation of reactive oxygen species to contribute to cellular longevity and wound healing	<ul style="list-style-type: none"> • Anti-pollution active • Cellular detoxification • Wound healing
 FSS20456PF FSS DermaPeptide Tightening PF	Hydrolyzed Wheat Protein	High molecular weight wheat proteins form a continuous elastic film on the skin surface that tightens and firms	<ul style="list-style-type: none"> • Rapid tightening • Film-forming • Firming
 FSS16098 FSS Cinnamon Liposome	Water & Cinnamomum Cassia Bark Extract & Phospholipids	Cinnamomum cassia bark was found to have natural skin lightening properties relating to its capacity to inhibit tyrosinase activity.	<ul style="list-style-type: none"> • Antioxidant • Skin lightening • Balances skin tone
 FSS60131PF FSS Caffeine Liposome PF	Water & Phospholipids & Caffeine	Caffeine-incorporated liposome enhances the increased microcirculation benefits of caffeine on the skin	<ul style="list-style-type: none"> • Antioxidant • Increases microcirculation • Slimming effect
 FSS10695 FSS Apple AHA's AQ	Water & Malic Acid & Pyrus Malus (Apple) Fruit Extract & Glycolic Acid & Lactic Acid & Citric Acid	Natural source of Alpha Hydroxy Acids exfoliate the outermost layer of the skin to visibly reduce imperfections	<ul style="list-style-type: none"> • Immediately perceivable smoothness • Exfoliates and softens skin • Anti-aging

Beard Care

The men's hair care market is rapidly expanding. The trend of facial hair continues to be fashion-forward, while also spanning across all social classes – no longer limited to the confines of an urban hipster trend, beards are now frequently seen, and accepted, in the corporate world! This has led to an increased demand for 'beyond shaving' grooming products including facial hair maintenance, conditioning, and styling. Testosterone drives the production of coarse facial hair, and the hair's flatter shaped follicle makes it curlier. The thickness and curl of facial hair can result in a dry, unruly beard.

The active ingredients below detail optimal solutions for conditioned, healthy hair.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	FSS20037 FSS Quinoa Protein	Hydrolyzed Quinoa	Isolated, high content, naturally occurring proteins offer relief for dry hair	<ul style="list-style-type: none"> • Nourishes • Delivers intense hydration • Strengthens hair fiber
	FSS10558 FSS Royal Jelly Extract G	Glycerin & Royal Jelly	Vitamins deeply nourish and condition cuticle to deliver a smooth, sleek aesthetic	<ul style="list-style-type: none"> • Reduces frizz • Seals cuticle • Anneals split ends
	FSS20742 FSS AcquaSeal® Coconut	Cocos Nucifera (Coconut) Fruit Extract	Fractionated lipids impart rapid, efficacious, immediate and long term moisture relief to dehydrated hair	<ul style="list-style-type: none"> • Tactily manageable • Improves shine • Enhances combability
	FSS20036 FSS Kale Protein Blend	Hydrolyzed Kale Protein & Hydrolyzed Carrot Protein & Hydrolyzed Lemon Protein	Proteins adhere to hair fiber to moisturize and simultaneously create a functional film and protective barrier	<ul style="list-style-type: none"> • Volumizes • Locks in moisture • Enhances shine
	FSS16810 FSS Pisum Sativum Peptide	Pisum Sativum (Pea) Peptide	Effectively conditions and moisturizes strands through its superior film forming and deep conditioning properties	<ul style="list-style-type: none"> • Improves combability • Creates softer hair • Antioxidant
	FSS10247 FSS Pomegranate Sterols	Punica Granatum Sterols	Lipid fractions produce increased moisture levels and a protective barrier from environmental stressors	<ul style="list-style-type: none"> • Minimal tackiness • Adds smooth shine to hair • Super fruit trend
	FSS20039 FSS Botanical Sugar Complex	Tapioca Starch & Lactobacillus Ferment Lysate	Fermentation of botanicals result in enhanced bioavailability allowing for ready absorption of moisture into the hair	<ul style="list-style-type: none"> • Nourishes hair • Anti-frizz • Antioxidant properties



