



 **Formulator**
SAMPLE SHOP

The Cool Mom
#NotARegularMom

Inspired by Mother Nature

Whether you're a mom to a human being or furry friend, we all crave to be more than just a "regular" mom, but rather: a "cool" mom. You don't even have to have children to be a cool mom. The term "mom" is also lovingly used to describe the relation to caring for plants, pets, spouses, friends, and, of course, children! The "mom" within a group of friends is often considered the most responsible, or the friend that always seems to be prepared for any situation.

Cool moms are also recognized for keeping up with all the new trends, and pop culture events. But they also make it a priority to keep up with their self-care because cool moms know they must take care of themselves so they don't burn out and can continue to do the things they love. Being a cool mom is a lifestyle that is demanding, busy, and full of caring for others. To keep pace with their busy schedules and chaos, cool moms need sustainable products that are no-fuss without sacrificing results.

Especially among those of us that may not have all the time in the world for a ten-step skincare routine each night, it's critical to have products that work in our arsenal. Whether it's a quick lip gloss application in the rearview mirror or a simple slicked-back bun, these products elevate the cool mom so they can do what they do best: whatever they want.

Nobody seems to multitask better than a cool mom, but the multifunctional and efficacious ingredients in the sample formulations are a close second. We've taken notes from the original cool mom, Mother Nature, to bring sustainable and microbiome-boosting ingredients into trending product applications with The Cool Mom Kit.



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Self-care isn't Selfish



Cradle to Cradle

Who's the coolest mom of all? Why it's Mother Nature, of course!

By respecting the Earth's resources and adopting sustainable processes, we are able to harness the power of the pomegranate for many different ingredients by utilizing the Cradle to Cradle approach. Cradle to Cradle is a philosophy that raw material waste is not thrown away (known as 'from cradle to grave') but is repurposed to create new ingredient technologies.

Many consumers are becoming more aware of the importance of sustainable products. Sustainability is not only a marketing trend, but a consumer movement permeating many industries at all points in the supply chain including food, agriculture, energy production, beauty, and fashion. Increasing awareness of environmental impacts, ingredient origins, and social responsibility prompts consumers to reevaluate their typical consumption.

Globally, consumers push for renewable products while looking to brands for sustainable alternatives. According to First Insight, 62% of Gen Z shoppers prefer to buy from sustainable brands. Additionally, 73% are willing to pay more for sustainable products. Gen Z and Millennials are most likely to make purchase decisions based on personal, social, and environmental values.

Awareness of the need to act sustainably is growing among consumers of all ages, albeit at different rates. Brands and retailers who respond to consumer demand for sustainable products will be better placed to succeed. To answer the call, let's reframe the personal care industry's perspective on waste!

A Fresh Approach

The Cradle to Cradle approach maximizes sustainable sourcing and use of raw material components, offering a positive ecological footprint. Optimizing this, the manufacturer creates raw materials from all the parts of the botanical, even the ones usually considered waste, such as leaves or seeds, to become raw materials for manufacturing other ingredients.

This waste management method creates production techniques that are not only efficient but also essentially waste free, maximizing the yield of ingredient variety from each plant source. When the manufacturer develops their materials, they apply all feasible efforts toward using the different parts of the fruit to leave the minimum amount of waste material possible.

FSS PomeaShield, FSS Modified Pomegranate Enzyme PF and FSS Pomegranate Sterols offer a Cradle to Cradle approach to maximize the use of the whole pomegranate. The manufacturer sustainably sources whole pomegranates and use all parts to create various pomegranate raw materials. By doing so, they are able to eliminate waste while maximizing the yield of the given starting material.

Antioxidant & Anti-Aging

FSS PomeaShield

Made by grinding & milling the fruit to obtain aqueous extract

Cellular Renewal

*FSS Modified
Pomegranate Enzyme PF*

Made by fermenting plant matter & extracting compounds of interest

Sensorial & Moisturizing

FSS Pomegranate Sterols

Made by extracting & fractionating seed oil into a sterol-rich balm



FSS PomeaShield

Since ancient times, pomegranates have been known for their medicinal and beauty benefits. In many cultures, it is touted as a symbol of prosperity and abundance. Today, pomegranate is not only a delicious, juicy fruit, but it is a known superfood with numerous health and skincare benefits due to its high nutrient profile. When it comes to skincare, the power of this fruit lies in its antioxidant polyphenols.

Pomegranates contain high levels of polyphenols including punicalagin, ellagic acid, gallotannins, anthocyanins, and other flavonoids. The phenolic hydroxyl groups of polyphenols can decrease levels of free radicals and can also be used as scavengers to inhibit or eliminate the formation of free radicals.

Polyphenols are able to prevent or delay senescence formation by affecting molecular pathways of senescence and, thus, can exert beneficial effects on skin aging and age-associated skin diseases.

Anti-Aging

Reduces senescence by

-27%

at 0.1% in vitro compared
to aged fibroblasts

Firming

Increases elastin levels by

+22%

at 0.1% in vitro compared
to untreated control

Detoxify

Improves autophagy by

+23%

at 0.1% in vitro

Hero Ingredient

As we age, our skin is exposed to many stressors including environmental insults which can induce cellular damage, specifically cellular senescence. Cellular senescence is a process that involves permanent cell cycle arrest. The cells cease to divide and they start producing molecules that disrupt the function of neighboring cells and surrounding tissues, leading to a decrease in the natural self-regenerative potential of the skin and a reduction in the collagen and elastin fibers that are associated with the skin's elasticity and firmness. By targeting senescent cells, we can reduce the signs of aging.

By incorporating FSS PomeaShield throughout The Cool Mom Kit, we can harness the plethora of benefits from pomegranate in a variety of applications. When we can simplify skincare using scientifically proven active ingredients, we make self-care easier to incorporate into the lifestyles of busy and passionate consumers.



Moisturize

Increases moisture by

+67%

after 4 weeks at 2.0%
compared to baseline
readings

Barrier Boost

Reduces TEWL by

-118%

after 4 weeks at 2.0%
compared to untreated
control

Mattify

Reduces sebum levels
on forehead by

-16%

after 6 hours at 2.0%
compared to base
lotion

THE COOL MOM

Radiant Cleanser



Cleanse Impurities

**restore skin balance
and radiance**

Dewy Moisturizer



Quench Dryness

**seal in hydration &
plump tired skin**

Luscious Lotion



Soothing Remedy

**smooth & calm
irritated skin in a snap**

#NotARegularMom

Slicked-Back Stick



Luxe Smoothing

**quick fix for frizz-free
hair styles**

Lip Oil









Plump It Up

**finishing touch of
moisture and gloss**



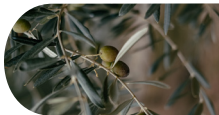




Radiant Cleanser

Start with a clean slate, morning or evening, with the Radiant Cleanser. Boasting gentle exfoliation from FSS Modified Pomegranate Enzyme PF and cellular detoxification from FSS PomeaShield, this simple yet effective lather is multifunctional and multifaceted. The gentle cleansing and conditioning prepares the skin for whatever comes next on a cool mom's schedule.

	Featured Active	INCI Name	Mechanism	Multifunctional Benefits
	FSS16935 FSS PomeaShield	Water & Punica Granatum Fruit Extract & Lactobacillus Ferment	Offers standardized polyphenols to protect the skin and target senescent cells for anti-aging power	<ul style="list-style-type: none"> • Cellular Detoxification • Antioxidant • Targets Cellular Senescence
	FSS22064 FSS Water Kefir PHA	Water & Opuntia Ficus-Indica Fruit Extract & Lactobacillus Ferment	Offers standardized gluconic acid from prickly pear cactus to exfoliate skin with a gentle approach	<ul style="list-style-type: none"> • Promotes Collagen Synthesis • Exfoliating • Vegan PHA
	FSS20440PF FSS Modified Pomegranate Enzyme PF	Lactobacillus/Punica Granatum Fruit Ferment Extract & Leuconostoc/Radish Root Ferment Filtrate	Guided by their chaperone proteins, the modified enzymes offer enhanced stability and activity	<ul style="list-style-type: none"> • Cellular Renewal • Moisturization • Enhanced Barrier Function
	FSS20219PF FSS Dermal Respiratory Factor Advanced PF	Water & Saccharomyces Lysate Extract	Modulates the microbiome using live yeast cell derivatives (LYCD) to promote cellular functioning	<ul style="list-style-type: none"> • Microbiome Modulator • Wound Healing • Promotes Collagen Synthesis
	FSSM16008 PhytoCide Lichen	2,3-Butanediol & Cladonia Rangiferina Extract	Rich in usnic acid and extracted from Cladonia rangiferina, this ingredient provides broad-spectrum protection and antioxidant benefits	<ul style="list-style-type: none"> • Nonionic • Antioxidant • Natural Antimicrobial
	FSS16810 FSS Pisum Sativum Peptide	Pisum Sativum (Pea) Peptide	Used as a natural alternative to synthetic scrub particles for natural exfoliation methods	<ul style="list-style-type: none"> • Physical Exfoliant • Nourishing • Revitalizing






Dewy Moisturizer

Who says cool moms can't "dew" it all? Put self-care at the top of your to-do list with the Dewy Moisturizer. Easy to pump and apply, this lightweight formula quenches dry and tired skin. FSS Party Face Pom helps reduce the size and visible appearance of pores while also giving existing wrinkles and fine lines a diminished appearance.

	Featured Active	INCI Name	Mechanism	Multifunctional Benefits
	FSS12006 FSS OleaShield	Lactobacillus & Olea Europaea (Olive) Fruit Water & Lactobacillus Ferment	Biofermented and derived from upcycled olive water waste, this complex improves antioxidant protection and maintains homeostasis	<ul style="list-style-type: none"> • Wrinkle Reduction • Promotes Homeostasis • Antioxidant
	FSS20219PF FSS Dermal Respiratory Factor Advanced PF	Water & Saccharomyces Lysate Extract	Modulates the microbiome using live yeast cell derivatives (LYCD) to promote cellular functioning	<ul style="list-style-type: none"> • Microbiome Modulator • Wound Healing • Promotes Collagen Synthesis
	FSS20447 FSS Party Face Pom	Water & Punica Granatum Extract & Citrus Aurantium Dulcis (Orange) Flower Extract	A blend of pomegranate extract and orange blossom peptides reduces the appearance of fine lines and wrinkles, and nourishes skin cells	<ul style="list-style-type: none"> • Reduces Pore Appearance • Wrinkle Reduction • Reduces Water Loss
	FSSM15019MAX 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
	FSS16634 FSS Griffonia Lysate Advanced	Griffonia Simplicifolia Seed Extract	The 5-HTP content in griffonia seed cells provides a neurocosmetic material that delivers immediately perceivable anti-aging skin benefits	<ul style="list-style-type: none"> • Promotes Collagen Synthesis • Immediate Skin Lifting • Neurocosmetic

Luscious Lotion






Multitasking cool moms need products that can bring the spa to them. Something as simple as a lotion application can soothe irritation and flaking skin on-the-go. The microbiome boosting benefits from FSS Dermal Respiratory Factor Advanced PF elevate the self-care ritual to the next luxurious level.

	Featured Active	INCI Name	Mechanism	Multifunctional Benefits
	FSS12011 FSS AmaraSense	Water & Glycyrrhiza Glabra (Licorice) Root Extract & Salix Alba (Willow) Bark Extract & Cynara Scolymus (Artichoke) Leaf Extract & Lactobacillus Ferment	Activate the bitter taste receptor in the skin using the natural upcycled extracts to promote wound healing	<ul style="list-style-type: none"> • Targets Cellular Senescence • Soothes Wounded Skin • Upcycled Marketability
	FSS20228 FSS Agave HSP	Saccharomyces/Agave Americana Leaf Ferment Filtrate	Heat shock proteins of 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 • Wound Healing
	FSS20219PF FSS Dermal Respiratory Factor Advanced PF	Water & Saccharomyces Lysate Extract	Modulates the microbiome using live yeast cell derivatives (LYCD) to promote cellular functioning	<ul style="list-style-type: none"> • Microbiome Modulator • Wound Healing • Promotes Collagen Synthesis
	FSS16935 FSS PomeaShield	Water & Punica Granatum Fruit Extract & Lactobacillus Ferment	Offers standardized polyphenols to protect skin and target senescent cells	<ul style="list-style-type: none"> • Cellular Detoxification • Antioxidant • Targets Cellular Senescence
	FSSM15019MAX 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

Slicked-Back Stick






Being a cool mom is a fast-paced lifestyle, and sometimes that means skipping hair wash day and throwing your hair into an updo to get the day started. Frizz-reduction benefits from FSS Vegan Keratin OS and FSS Pomegranate Sterols smooth and tame flyways in this simple hair hack for anywhere your schedule takes you.



Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 FSS10247 FSS 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 Active • Intense Moisturization • Sensorial Attributes
 FSS20964 FSS Vegan Keratin OS	Prunus Armeniaca (Apricot) Kernel Oil & Lens Esculenta (Lentil) Seed Extract & Hydrolyzed Cicer Seed Extract	Through hydrolysis of chickpea, lentil, and quinoa proteins, this complex can efficiently penetrate the hair shaft and deposit at the cuticle junctions	<ul style="list-style-type: none"> • Hair Hydration • Improves combability • Reduces Frizz
 FSSM16003 PhytoCide Elderberry OS	Sambucus Nigra Fruit Extract	An oil-soluble antimicrobial offering skin conditioning benefits	<ul style="list-style-type: none"> • Conditioning • Anti-fungal benefits • Antimicrobial protection
 FSS16675 FSS Amazonian Lily Extract OS	Helianthus Annuus (Sunflower) Seed Oil & Victoria Amazonica Flower Extract	Has the ability to calm and nourish hair making it luxurious, manageable and shiny, while the tannin content also makes it useful as an astringent.	<ul style="list-style-type: none"> • Great for Skin and Hair • Conditioning • Floral Marketability
 FSS20538 FSS Vegetable Hydrolysate OS	Cocos Nucifera (Coconut) Oil & Hydrolyzed Vegetable Protein	Derived from plant sources, such as wheat and corn, this product is a great conditioning agent for the hair and skin.	<ul style="list-style-type: none"> • Conditioning • Exotic Botanical • Nourishing

Lip Oil

After a day of meetings and running errands, cool moms need an easy finishing touch. A quick application of this hydrating lip oil in a compact mirror is the perfect solution: pairing gloss and plumping benefits in one step. Glossy hydration from FSS Pomegranate Sterols and plumping from FSS MVS Lips carry the benefits to cool moms anywhere.

	Featured Active	INCI Name	Mechanism	Multifunctional Benefits
	FSS20462 FSS Fractionated Lemon Cooling OS	Citrus Limon (Lemon) Fruit Extract	Designed to trigger TRPM8 skin receptors which stimulate nerve endings and lead to a perceived cooling sensation on the skin	<ul style="list-style-type: none"> • Sensorial Cooling • Conditioning • Refreshing
	FSS10247 FSS 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 Active • Intense Moisturization • Sensorial Attributes
	FSS60050 FSS MVS Lips	Glycine Soja (Soybean) Seed Extract & Glycyrrhiza Glabra (Licorice) Leaf Extract & Phospholipids	The self-assembling micro-scale delivery system swells in hydrophilic environments to give the appearance of increased volume	<ul style="list-style-type: none"> • Gloss Assay • Skin Plumping Effect • Sensorial Attributes
	FSSA70004 Organic Rose Hip Oil	Rosa Canina Fruit Oil	Rose hip is commonly utilized to stimulate metabolic changes in the skin and therefore, accelerate normal cell growth.	<ul style="list-style-type: none"> • Rejuvenating • Moisturization • Anti-Aging
	FSSM16003 PhytoCide Elderberry OS	Sambucus Nigra Fruit Extract	An oil-soluble antimicrobial offering skin conditioning benefits	<ul style="list-style-type: none"> • Conditioning • Anti-fungal benefits • Antimicrobial protection

Stay in Touch!

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