



Avenacare

The oat beta-glucan cosmetics ingredient
for healthy skin and hair

Avenacare oat beta-glucan is derived from the oat bran of high quality, non-GMO, Nordic oats through a patented and chemical-free process. The gentle formulation is the natural way to incorporate the power of oats into cosmetics and personal care products.

Avenacare is a unique, hypoallergenic and paraben-free formulation, the ideal ingredient for use in a variety of skin and hair care products.

Avenacare is part of the range of oat ingredients produced by Lantmännen, which also includes PromOat oat beta-glucan and PrOatein oat protein.

Avenacare is also available with alternative preservatives and is called Avenacare Eco.

avenacare™

Natural and easy formulation attributes

Avenacare oat beta-glucan is a unique and natural hypoallergenic and paraben-free ingredient, with easy formulation attributes. It is the ideal ingredient for use in a variety of skin and hair care products. Insoluble fibres, as well as protein and oil from the original oat bran fraction, are removed during the centrifugation procedure, resulting in a final product that is a gently prepared solution of oat beta glucan, making it ideal for use in a variety of personal care products.

Redness reducing and soothing for the skin

Avenacare is a unique formulation, ideal in natural skin care products designed to soothe the skin, ease the effects of sun exposure or insect bites and provide gentle relief for skin conditions that cause redness or discomfort. Avenacare helps to develop a variety of sensitive products, including face-, hand- and body creams, lotions, and serums, face masks, irritation-reduction creams and wound-healing products.

Nourishing and strengthening for the hair

Avenacare nourishes the scalp and improves hair strength and combability. Its unique formulation works well in a variety of haircare products including conditioners, shampoos and leave-in serums.



Applications

Avenacare is ideal to use in:

Skin care: Body-, face- and hand creams/lotions. Eye serums, face masks, irritation-reduction creams and products for wound-healing.

Hair care: Conditioners, leave-in serums and shampoos.

Sun care: After-sun and sunscreen.

Personal care: Anti-itch lotions, deodorants, infant products, insect-bite relief, shaving products products, soaps and wipes.

Benefits for skin care and hair care products

Skin care	Hair care
Moisturising	Nourishes scalp
Soothing	Improves glossiness of hair
Reduces the appearance of redness	Used in products for hair tensile strength
Helps reduce the visible signs of ageing, such as fine lines and wrinkles	
Used as an active ingredient in sun protection products	

Composition

Natural and easy formulation attributes

Avenacare is a gently-prepared solution of oat beta glucan soluble fibre, derived from the oat bran of high-quality, non-GMO and Nordic oats. Next to the natural active component, the product also contains oat maltodextrins. Insoluble fibre, protein and oil present in the original oat bran fraction are removed from the product by centrifugation. Avenacare is supplied as a paraben-free and preserved liquid. The content is:

- Soluble oat beta glucan 1.0%
- Oat maltodextrins 1.9%
- Water 97.0%

	Avenacare	Avenacare Eco
Appearance	Translucent liquid	Translucent liquid
Density (g/cm³)	1.0	1.0
pH Avenacare	3.5-5	4-5
pH formulation range	3.5-9	3.5-9
Shelf life stored at ambient temp	36 months	24 months
Viscosity	10-500 cps @ 25°C	20-500 cps @ 25°C
Water solubility	Excellent miscibility with water and other aqueous mixtures	Excellent miscibility with water and other aqueous mixtures

For more information, please visit www.avenacare.com

Innovation from field to fork

Lantmännen Functional Foods AB is part of Lantmännen, an agricultural cooperative and Northern Europe's leader in agriculture, machinery, bioenergy and food products.

With research and operations throughout the entire value chain, we take responsibility from field to fork.

Contact us

Email: functionalfoods@lantmannen.com

Phone: +46 10 556 08 90

www.lantmannenfunctionalfoods.com

