AvenaCare®

OAT BETA-GLUCAN

Nordic oat beta-glucan for soothing skin care and strengthening hair care formulation.

AvenaCare Oat beta-glucan is derived from the oat bran of high-quality Nordic oats through a chemical-free process. Its gentle formulation provides a natural way to incorporate the benefits of oats into cosmetics and personal care products.

The unique, hypoallergenic and paraben-free formulation makes it an ideal ingredient for use in a variety of skin and hair care products.

AvenaCare is part of our Oat beta-glucan range, which also includes PromOat Oat beta-glucan for healthy food applications. Our total oat offering is complemented with PrOatein Oat protein.

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





Key benefits

Natural and easy to formulate
AvenaCare oat beta-glucan is a unique, natural, hypoallergenic and paraben-free ingredient, that is easy to formulate with. It is ideal for use in a variety of skin and hair care products.

During the centrifugation process, Insoluble fibres, as well as protein and oil from the original oat bran fraction, are removed. The result is a gently processed solution of oat beta-glucan, that is easy to incorporate into a variety of personal care products.

Soothing and redness reducing
AvenaCare is a unique formulation, ideal in natural skin care products. The formula is 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 is well suited for products developed for sensitive skin, including face, hand and body creams, lotions and serums, face masks, irritation-relief creams and wound-healing products.

Nourishing and strengthening for the hair
AvenaCare nourishes the scalp and improves hair strength and compatibility. Its unique formulation works well in a variety of haircare products including conditioners, shampoos and leave-in serums.

Benefits for skin care and hair care products

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

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, soaps and wipes

Key benefits

AvenaCare is a gently processed solution of soluble oat beta-glucan, derived from the oat bran of high-quality Nordic oats. In addition to the natural active ingredient, AvenaCare contains oat maltodextrins. Insoluble fibre, protein and oil from the original oat bran are removed by centrifugation. AvenaCare is supplied as a preserved, paraben-free translucent liquid.

Attractive Labelling

Certifications

- Kosher
- Halal
- COSMO (AvenaCareEco)

Other labels:

- Gluten-free
- China registration
- Detailed assessments of Cosmetic requirements and specifications available upon request

AvenaCare is available as:

	AvenaCare	AvenaCare Eco
Shelf life stored	36 months	24 months
Format	20L Pail	20L Pail
Density (g/cm3)	1.0	1.0
pH Avenacare	3.5-5	4-5
Viscosity	10-500 cps @ 25°C	20-500 cps @ 25°C

For more information, please visit www.avenacare.com

Innovation from field to fork

Lantmännen Biorefineries 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.

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