



Healthy skin is not just for women...

**...but what does a man's skin need?**

A man's skin needs plenty of attention, but his skin care demands are considerably different than those of a woman. Shaving, hormones and daily activities determine the appropriate course of action - but how can we create a product to address those needs without complicating a man's daily regimen?

Are you looking for the ideal active for your men's product range? Now you can create formulations tailored specifically to meet the unique demands of a man's skin. Kinetik Technologies can offer the solution that will fit your development and marketing needs, giving your formulation a real point of difference!

Saw Palmetto, native to Florida and the Carolinas, has been used for thousands of years as a nutritive tonic to promote overall men's health. Since the late 1990s, Saw Palmetto has gained popularity as the leading nutritional supplement for men, treating everything from impotence to hair loss.

Naturally derived from Saw Palmetto berries, **Sabal Serrulata Lipophilic** is rich in fatty acids, phytosterols and glucosides. This unique combination of plant phytonutrients nourishes skin, controls oil and shine throughout the day and reduces the irritation associated with shaving and exposure to the elements.

**Benefits:**

- Sebum regulator
- Post-shave soother
- Skin moisturizer

**INCI:** Octyldodecanol (and) Serenoa Serrulata Fruit Extract (and) Tocopherol

**Use Level:** 0.5 - 5%

**POST-SHAVE DAY LOTION WITH SABAL SERRULATA LIPOPHILIC**

This superior, paraben-free after-shave lotion also functions as a daily moisturizer, soothing the skin and providing all-day oil control.

TRADE NAME	INCI	SUPPLIER	%
<b>Phase I</b>			
Water	Water		q.s.
Glycerin	Glycerin		1.00

Aloe 200x Powder	Aloe Barbadosensis Leaf Juice	Kinetik Technologies	0.05
Pantenolo Glicerolo	Glycerin (and) Panthenol	Kinetik Technologies	1.00
Dermosoft 700B	Sodium Levulinate	Kinetik Technologies	1.00
Dermofeel PA-3	Sodium Phytate	Kinetik Technologies	0.10
<b>Phase II</b>			
Dermofeel BGC	Butylene Glycol Dicaprylate (and) Dicaprate	Kinetik Technologies	3.00
Avocado Soft Butter	Hydrogenated Avocado Oil	Kinetik Technologies	2.00
Dermofeel TC-7	Triheptanoin	Kinetik Technologies	5.00
Lipomulse 165	Glyceryl Stearate (and) PEG-100 Stearate	Lipo Chemicals, Inc.	2.25
DC 200/350	Dimethicone	Dow Corning	1.00
Pantrofina OLV	Olea Europaea (Olive Oil) Unsaponifiables	Kinetik Technologies	1.00
Cire Lanol CTO	Cetearyl Alcohol (and) Cetareth-33	Seppic	2.75
Emeressence 1160	Phenoxyethanol	Cognis Corporation	0.25
Sabal Serrulata Lipophilic	Octyldodecanol (and) Serenoa Serrulata (Saw Palmetto) Extract (and) Tocopherol	Kinetik Technologies	2.50
<b>Phase III</b>			
Simugel EG	Sodium Acrylate/Sodium Acryloyldimethyl Taurate (and) Isohexadecane (and) Polysorbate-80	Seppic	1.50
<b>Phase IV</b>			
Water	Water		0.20
Potassium Sorbate	Potassium Sorbate	Jeen International Corporation	0.20
<b>Phase V</b>			
Ginger S7-3817	Fragrance	Premier	0.25
<b>pH: 5.19</b>			
<b>Viscosity: 15,000 – 25,000 cps</b>			

**Procedure:**

1. In main tank equipped with a propeller mixer, charge water. Begin heating to 70°C. Add remaining Phase I ingredients one at a time.
2. In side container combine the ingredients of Phase II. Heat to 70°C. Add to main.
3. Add Phase III immediately. Hold batch for 15-20 minutes. Switch to sweep and begin cooling.
4. Pre-blend the ingredients of Phase IV until clear and add to main at 50°C.
5. Add Phase V to main.
6. Adjust pH as necessary with citric acid solution or NaOH 25%.



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