

Oat COM: A minimalist multi-talent made from oats

Barrier care is no longer meant just for people with sensitive skin. It has become very trendy, and its aim is to create a strong and resilient skin barrier.

One versatile ingredient is taking center stage: oats are considered a superfood for the skin, hair and scalp.

Oat COM colloidal oat flour ...

- o soothes the skin with avenanthramides, reduces redness and relieves itching, even on the scalp
- o helps retain the skin's moisture
- o gently cleanses thanks to natural saponins
- o strengthens the hair and provides heat protection during styling

What sets Oat COM apart: A special variety of oats and a patented manufacturing process ensure a particularly high content of about 5% of high-molecular-weight beta-glucan – a powerful active ingredient.



For more sustainability: Oats are considered to improve soil quality and require barely any fertiliser or pesticides. Furthermore, growing oats demands less water than growing other cereals.



Oat COM is both an active ingredient and a functional raw material. Its outstanding oil-absorbing properties enable the creation of luxurious textures that leave the skin feeling silky smooth.

Proven effectiveness:

- ✓ reduces redness and skin irritation
- ✓ + 50% increase in skin moisture after 28 days for damaged skin
- ✓ + 62% improvement of skin barrier function after 7 days
- ✓ soothes and nourishes stressed hands
- ✓ strengthens the structure of damaged hair after just two applications

Applications:

- o Daily Defense Face Cream
- o Cleanser for Sensitive Skin
- o Calming Lotion for Babies
- o Balancing Scalp Toner
- o Anti-Redness Concealer
- o Barrier Recovery Hand Cream

INCI (EU/PCPC) Declaration: Avena Sativa (Oat) Kernel Flour

Properties:

- o Silky, fine powder, water-dispersible
- o Recommended use level: 1–5%; 0.5 % for hair care
- o COSMOS and NATRUE approved
- o Halal-compliant
- o GMO-free, vegan

