



# avena**care**<sup>TM</sup>

Active Oat Beta Glucan ingredient for healthy looking skin and hair

**TATE & LYLE**

# Avenacare™ Oat Beta Glucan

Tate & Lyle's oat beta glucan is the **natural** component to incorporate the rejuvenating, soothing power of **oats** into your cosmetics and personal care products.

Avenacare™, sensitively produced using the finest, locally-sourced, Swedish oats, bestows the benefits of **{1,3}, {1,4} Oat Beta Glucan** on a diverse range of product applications.



Natural active ingredient



Hypoallergenic



Easy formulation attributes



Paraben-Free

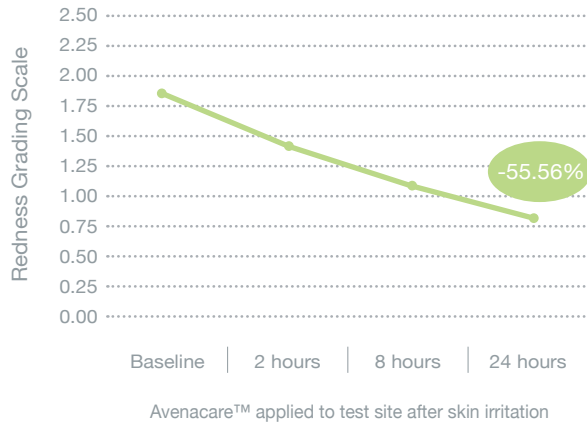
## avenacare™ a diverse range of product applications

Skin	Hair	Sun	Oral	Personal
Body cream	Conditioner	After-sun	Mouthwash	Anti-itch lotion
Eye serum	Leave-in Serum	Sun screen	Toothpaste	Infant products
Face lotion	Shampoo			Insect bite relief
Face mask				Shaving products
Hand cream				Soaps
Irritation-reduction cream				Under-arm products
Wound healing				Wipes

# Avenacare™ benefits

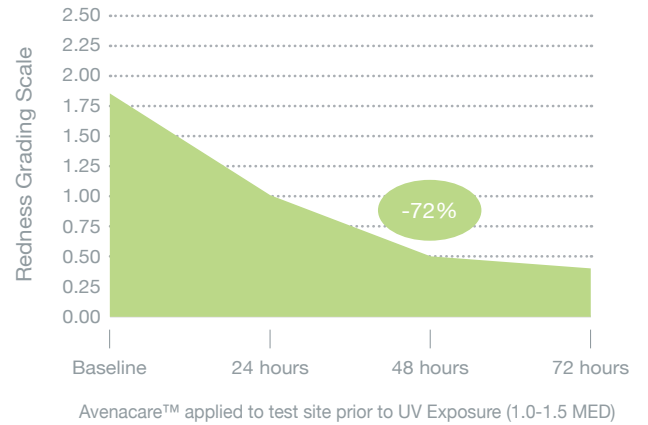
## Effect of Avenacare™ Oat Beta Glucan on the appearance of skin redness

Skin Redness Appearance Study



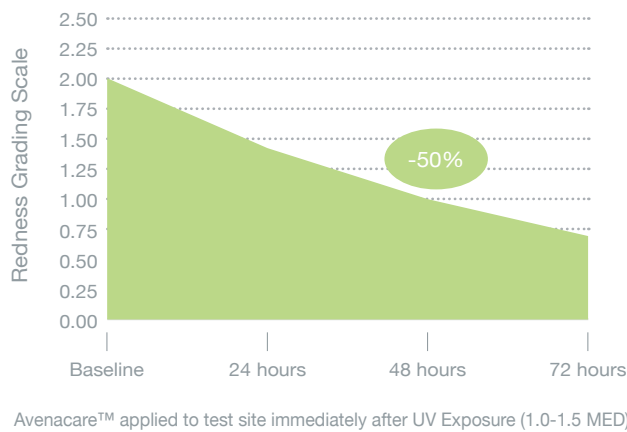
## Effect of Avenacare™ Oat Beta Glucan on the appearance of UV-induced redness - sun protection

Skin Redness Appearance Study



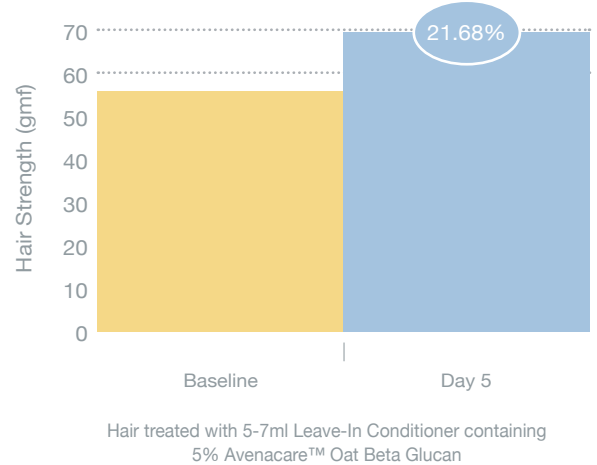
## Effect of Avenacare™ Oat Beta Glucan on the appearance of UV-induced redness - after-sun care

Skin Redness Appearance Study



## Effect of Avenacare™ Oat Beta Glucan in products used for hair strength

Tensile Hair Strength Analysis via Dia-Stron Rheometer



## Avenacare™ composition and technical data

Avenacare™ is a gently-prepared solution of oat beta glucan soluble fibre, derived from the oat bran of high-quality, non-GMO, Swedish 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, preserved liquid.

Soluble oat beta glucan	1.0%
Oat maltodextrins	1.9%
Aqua	97.0%

Appearance	Translucent liquid
Density (g/cm <sup>3</sup> )	1.0
pH Avenacare™	4.5-5
pH formulation range	3.5-9
Shelf life	24 months stored at ambient temp
Viscosity	100-200 cps @ 20°C
Water solubility	Excellent miscibility with water and other aqueous mixtures



# avenacare™

Active Oat Beta Glucan ingredient for healthy looking skin and hair

[www.avenacare.com](http://www.avenacare.com)

Tate & Lyle Oat Ingredients  
Älvåsvägen 1  
610 20 Kimstad  
Sweden

[avenacare@tateandlyle.com](mailto:avenacare@tateandlyle.com)

**+46 11 253 630**