Colloidal Oats are a cost effective option for delivering skin benefits. These benefits range from cleansing and moisturizing to soothing and protecting the skin from the detrimental effects of environmental exposure. This coincides with the rigorous demands of Today’s natural Actives marketplace. The Organic Monitor, which tracks the market for authentic natural cosmetic products, has seen double digit global growth for the past decade and expects this trend to continue, although there was a slight dip in recession hit 20092. The economic crisis coupled with a great demand for Natural Actives has prompted the research of alternative ingredients to develop products that are advantageous in terms of product function and cost effectiveness.

We are often quick to forget that our forefathers endured the same harsh environmental elements without the cosmetic protection and cosmetic reversal agents we have access to today. Dating back to 2000 BC, oats, in various forms including tea, food, and baths, were used to treat insomnia, anxiety and skin conditions like eczema, burns and other inflammatory eruptions. Then, in the late 19th Century, the remedy was revived as adding oats to one’s bath became a growing trend. However, it wasn’t until 1945 that colloidal oatmeal was produced through the discovering that when finely ground oats were boiled, they released colloidal material. By the 1950’s, researchers noticed changes in their qualitative data analysis. Users were now reporting a cosmetic improvement when using colloidal oatmeal, describing their skin as being “softer” and “silkier” when included in their routine1.

The development of colloidal oats has been shown to provide cleansing, moisturizing and smoothing benefits to the skin, in addition to, protecting the skin from UV radiation. The oats are ground into a powder and dispersed in water, producing a cosmetic agent that can be used as an addition to baths, shampoos, shaving gels and moisturizing creams. The beneficial cosmetic properties of colloidal oats derive from its chemical polymorphism1. The high concentrations in starches and beta-glucan are responsible for the protective and water-holding function of the oats. Presence of different types of phenols confers anti-oxidant and soothing activity1. Some of the oat phenols are also strong ultraviolet absorbers1. The flavonoids found in oats appear to be the phenol structure responsible for absorbing the UV rays, serving as the protectant property for the skin’s defense against photo-aging. In preliminary research, flavonoids have indicated to potentially modify allergens, viruses, and carcinogens, and therefore may be biological “response modifiers”. In 2003, the FDA regulated colloidal oats as a skin protectant drug product1.
FSS Colloidal Oat PF was developed through adding finely ground oats to water, creating an aqueous solution that can be added to a variety of cosmetic products. **FSS Colloidal Oat PF** serves as a cost effective option in protecting the skin from exposure to environmental elements, while promoting the luxury of having silky, smooth skin. This product boasts the qualities of being water soluble, and is recommended at 1% - 10% in gels, lotions, shampoos, powders and creams. **FSS Colloidal Oat PF** are a perfect, economically conscious choice when a customer desires a product that serves as a versatile base for cleansers, lotions and skin relief products where high activity is required to nourish and protect the skin. In addition to being a cost effective solution for providing excellent protecting, moisturizing, cleansing, and soothing properties, **FSS Colloidal Oat** are allergen-free and highly recommended for sensitive skin.

### In-vivo Study of Skin Conditioning over 2 Weeks

![Graph showing skin dryness, texture, flakiness, roughness, and TEWL improvement over 2 weeks](image)

<table>
<thead>
<tr>
<th>Start</th>
<th>Day 7</th>
<th>Day 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skin Dryness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skin Texture - Flakiness &amp; Roughness</td>
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<td></td>
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<tr>
<td>TEWL</td>
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</table>

Table 1. Study for Improvement in Skin Texture & Moisture Levels for **FSS Colloidal Oat PF**.

### Benefits of FSS Colloidal Oat PF:

- Excellent soothing
- Strong protection
- Sensitive skin & baby care products

References:


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