



Oat Oil wins Innovation Prize at in-cosmetics

Oat® Cosmetics' Oat® Lipid e won the prestigious BSB Innovation Prize at in-cosmetics 2015. The award, founded and presented by Dr. Jan-H Riedel, recognises the most important upcoming products and ingredients in the cosmetics market place.

The oat-derived oil was described by judges as the 'most innovative functional cosmetic raw material' and 'The perfect oil for dry oil products thanks to its unique lipid profile'.

The Oat® Lipid e product has been developed over a number of years by Cark Maunsell (@carkmaunsell) and the team at Oat Cosmetics (@oatcosmetics) and is ECOCERT approved natural. Commenting on the award, Cark said, "This is a very prestigious award to have won and it really proves that some of the most traditional ingredients, such as oats, still have unique and exciting properties that only now we are able to unlock."

Oat Lipid e is rich in skin active ceramides and has a fatty acid profile comparable to the skin, ensuring it not only works topically but it also penetrates the epidermis and provides deeper moisturization.

The full range of oat-derived cosmetics ingredients can be found on the Oat® Cosmetics website – www.oatcosmetics.com and more information about the BSB innovation prize can be found here, www.bsb-cosmetic.com.

- James Daybell, Marketing Manager, Oat Cosmetics, 11 May 2015

(Ed. note: an article written by David Fielder concerning Oat Cosmetics' colloidal oatmeal product, Oat COM, appeared in the April, 2015, issue of Personal Care Magazine. It can be accessed from the company's website: <http://www.oatcosmetics.com/in-cosmetics-round-up-part-3/#more-8242>. A hint for easier navigation: after the article loads, type the page number (97) into the bar at the top!)