

Inovia
international



iBase • iBase⁺

COSMETIC AND PERSONAL CARE BASES



Introduction to Inovia International

Inovia is a leading manufacturer and distributor of natural, organic ingredients and a prominent contract manufacturer to the cosmetics and personal care industries.

The company was established in 2004 to meet the growing demand for natural ingredients. As consumers increasingly turned to natural and organic cosmetics, Inovia has remained at the forefront of this fast growing sector of the market offering both innovative natural and organic ingredients as well as becoming a leading contract manufacturer to this sector.

The product range is extensive, offering natural and organic ingredients and a range of cosmetic bases (iBase & iBase⁺), to the cosmetics and personal care markets. The products are supplied directly from their manufacturing and warehousing facilities in the UK.

Inovia's contract manufacturing division offers a wide range of services including product development, legislative and regulatory guidance, full or part service manufacture, brand support, marketing and packaging.

The company exports throughout the world, and their customers range from large multinational companies to artisan producers. Inovia values your business and the relationships they bring for our mutual benefit.

For further information please visit www.inovaiinternational.co.uk
or email sales@inovaiinternational.co.uk
Telephone: +44 (0) 1780 782319

Inovia International is part of the StanChem Group

StanChem Group was founded over 30 years ago and today we provide a diverse product offering on a global basis across chemical, personal care, agriculture and bio agronomy markets.



www.stanchem.co.uk

iBase

iBase range of products are a range of cosmetic and personal care bases which are designed to be the building blocks for your products.

The product range consists of a number of product categories, including; **lotion, cream, butter, hair and body wash, other wash products, conditioners, serums, men's range, clay mask and various other specialised products.**

Each product category is divided into categories; classic, enhanced, natural and Certified Organic. Please see the key below and the product matrix on the following pages.

The iBase products are offered without; a Fragrance or essential oil blend, proven active, extract or exfoliant. They are neutral bases, which can also be a finished product in their own right or used as a building block to develop your finished product. (see iBase⁺)

The detailed product range is outlined in the subsequent pages of this booklet.

iBase⁺

The iBase⁺ range provides the opportunity to customise the iBase product with either a natural or synthetic fragrance, essential oils, proven and substantiated actives, extracts and exfoliants as desired. Please refer to pages 4 - 5 and 22.

Active – A range of actives, with proven and substantiated claims, are carried by Inovia. Please refer to pages 4 - 5 for further information.

Fragrance – Inovia is able to offer a range of fragrances including natural.

Essential oil – Inovia is a leading supplier of essential oils, both conventional and organic, to the cosmetics industry.

Extract – Inovia manufactures a complete range of extracts, including organically certified products. Customised or bespoke extracts are also available to match your desired INCI.

Exfoliants – A range of natural exfoliants are available with different particle sizes.

iBase STAGE 1

iBase⁺ STAGE 2

	Page	CLASSIC	ENHANCED	NATURAL	ORGANIC	iBase ⁺ Option
Lotion	6-8	✓	✓	✓	✓	+ Active
Cream	6-8	✓	✓	✓	✓	Refer to pages 4 and 5 for further details
Butter	9-11	✓		✓	✓	+ Fragrance + Essential oil
Hair & body wash	9-11	✓	✓	✓	✓	+ Extract + Exfoliants
Other wash products	12-14		✓	✓		Refer to page 22 for further details
Conditioner	12-14	✓		✓	✓	
Serum	15-16			✓	✓	
Other products	18-21	✓	✓	✓	✓	

Introducing the iBase+ active options

Active Ingredients

Genuine, i.e. substantiated, claims offered by proven actives are of growing importance to the consumer.

Inovia offers a selection of these actives that can be added to the iBase range to enable you to offer these claims.

These active ingredients will generally come in either two forms, and it is important to pick the correct type of active for your product.

Key

The two forms are:









O = anhydrous (containing no water i.e. oil)

W = aqueous (containing water i.e. an emulsion)

Claims	INCI Name	Water / Oil	Suitability
Skin brightening / lightening. Anti-ageing.	Sodium Phytate, Glycerin, Morus alba Fruit Extract	W	Skin
Anti-ageing, anti-wrinkle, lifting, tightening, diminishes appearance of dark circles, reduces under-eye bags.	Lactobacillus Ferment Lysate, Camellia sinensis Leaf Extract, Punica granatum Extract, Caffeine	W	Skin
Plant stem cell derived anti-ageing, anti-oxidant, anti wrinkle, moisturising, soothing.	Euterpe oleracea Fruit Extract	W	Skin
Anti-pollution, antioxidant, anti-ageing, wound healing (medical claim), cellular detoxification.	Cryptocodiumcohnii Extract, Leuconostoc/Radish Root Ferment Filtrate	W	Skin
Anti-inflammatory (medical claim), anti-oxidant, soothing - relieves burning, itching sensation. Helps prevent skin redness. Dark circle reduction.	Glycerin, Alcohol Denat., Tasmannia lanceolata Fruit Extract	W	Skin
Protects from pollution, anti-oxidant, helps repair cell metabolism, strengthens skin barrier. Protects from blue light radiation.	Glycerin, Marrubium vulgare Extract	W	Skin
Humectant, conditioning, strengthens and increases elasticity of hair, film forming.	Hydrolyzed Corn Protein, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein	W	Hair / Skin
Soothing, moisturising, anti-ageing, restructuring, hair smoothing.	Biosaccharide Gum-1, Glyceryl Caprylate, Sodium Levulinate)	W	Hair / Skin
Minerals, skin conditioning, anti-inflammatory (medical claim), hair shine and smoothness enhancer.	Saccharomyces/Zinc Ferment, Saccharomyces/Copper Ferment, Saccharomyces/Magnesium Ferment, Saccharomyces/Iron Ferment, Saccharomyces/Silicon Ferment	W	Hair / Skin



Claims	INCI Name	Water / Oil	Suitability
Moisturiser, humectant, anti-frizz, combing enhancement, foam enhancer.	Erythritol	W	Hair / Skin
Hair conditioning and thickening. Increases volume.	Pisum sativum Peptide	W	Hair
Hair conditioning, protection, anti-frizz, elasticity and strength promoting.	Hydrolyzed Adansonia digitata Seed Protein	W	Hair
Stimulates hair growth at the root, prolongs lifecycle of the hair, increases hair density.	Pisum sativum (Pea) Sprout Extract	W	Hair
Anti irritation, skin conditioning, anti-inflammation (medical claim), works to help against atopic eczema (medical claim).	Octyldodecanol, Ribes nigrum Seed Oil, Helianthus annuus Seed Oil Unsaponifiables, Cardiospermum halicacabum Flower/ Leaf/Vine Extract, Tocopherol, Helianthus annuus Seed Oil, Rosmarinus officinalis Leaf Extract;	O	Skin
Anti-oxidant, anti-wrinkle, anti-ageing, evens skin tone.	Curcuma longa (Turmeric) Root Extract	O	Skin
Anti-ageing. Repairing agent, smoothing agent, moisturizing agent, anti-pollution agent, anti-stress agent, antioxidant, protective agent and sunscreen agent.	Brassica campestris Seed Oil, Zingiber officinale Root Extract, Alpinia officinarum Root Extract	O	Skin
Anti-irritant, anti-oxidant, anti-wrinkle. Reduces signs of sun damage.	Zingiber officinale Root Extract	O	Skin
Improves barrier function, moisturizes, film-forming, enhances product feel, sensorial, antioxidant, reduces transepidermal water loss.	Cocos nucifera (Coconut) Fruit Extract	O	Hair / Skin
Anti-oxidant, anti-ageing, soothing, skin conditioning.	Helianthus annuus (Sunflower) Seed Oil, Rosmarinus officinalis (Rosemary) Leaf Extract	O	Hair / Skin
Enhances barrier function to protect against environmental stress, reduces Transepidermal Water Loss, humectant.	Euterpe oleracea Sterols & Linoleic Acid & Oleic Acid & Linolenic Acid	O	Hair / Skin
Hair conditioning, strengthening, volumising, improves brightness, moisturising.	Crambe abyssinica Seed Oil Phytosterol Esters	O	Hair
Protection of hair from heat and sun damage, anti-oxidant.	Cocos nucifera Oil (and) Acacia concinna Fruit Extract (and) Tamarindus indica Fruit Extract	O	Hair












	CLASSIC RANGE	Attributes	ENHANCED	Attributes	NATURAL	Attributes	ORGANIC	Attributes	iBase+ Option
 Lotion	iBase Lotion 20116A 	White lotion base, made with a mixture of natural oils and moisturising agents including sodium PCA, glycerine, sweet almond oil and Vitamin E to leave skin feeling smooth and nourished. Simply add colour solutions, extracts, fragrances, essential oil blends or any combination to make products suitable for any use.	iBase Moisture Lotion (E) 220660 	A lotion base packed with rosehip and grapeseed oil, combined with Vitamin E and a host of other natural moisturising actives to provide highly nourishing lotions suitable for almost any use. Simply stir in essential oils, fragrances, colour solutions and extracts to create finished products. Visc = 12,000-22,000cPs	iBase Lotion (N) 221136 	A lotion base with very high levels of naturally derived ingredients (approximately 99%) including fractionated coconut oil, cocoa butter, aloe vera and Vitamin E to moisturise and condition skin. To improve skin feel, an innovative 100% naturally derived silicon replacement has been included. Simply add essential oils and extracts to make your own natural lotion.	iBase Lotion (CS Cert) 990409 	COSMOS certified lotion base containing 90.85% organic ingredients including a blend of olive, flax and sunflower oils in addition to shea and cocoa butters. Simply add organic essential oils and extracts to make products capable of being certified by the Soil Association. Visc = 12,000-25,000cPs	<ul style="list-style-type: none"> + Active Refer to pages 4 and 5 for further details + Fragrance + Essential oil + Extract + Exfoliants Refer to page 22 for further details
 Lotion	iBase Spray Lotion 221086 	A lotion base containing Vitamins B5 and E, as well as natural bisabolol and sweet almond oil which moisturise and condition the skin. Simply add fragrance / essential oils and extracts to create light sprayable lotions.	iBase Thick Lotion (E) 220936 	White lotion base, made with a mixture of natural oils and moisturising agents including sodium PCA, glycerine, sweet almond oil and Vitamin E to leave skin feeling smooth and nourished. Simply add colour solutions, extracts, fragrances, essential oil blends or any combination to make products suitable for any use. This thick lotion base has the same INCI listing as the lotion base, but is a more viscous product. Visc = 12,000-22,000cPs	Available on request		Available on request		

 Cream	iBase Cream 20114A	Traditional cream base, made with a mixture of oils and moisturising agents to leave skin feeling smooth and nourished. Simply add colour solutions, extracts, fragrances, essential oil blends or any combination to make products suitable for any use. Visc = 35,000-65,000cPs	iBase Hand Cream (E) 220488A	A base to make hand creams from, containing beeswax and Vitamin E as well as organic coconut oil and organic shea and cocoa butter. Can be used with extracts, essential oils etc. To create moisturising hand creams. Visc = 50,000-70,000cPs	iBase Cream Lotion (N) 220883 	The base has been designed to have the viscosity of a cream, but the lightness of a lotion. Using a mixture of grapeseed, jojoba and fractionated coconut oils combined with aloe vera and Vitamin E, this product conditions, moisturises and absorbs into the skin. Essential oils, extracts and fragrances can be added. This base has very high naturally derived percentage, at approximately 99%. Visc = 12,000-32,000cPs	iBase Cream (CS Cert) 990408	This COSMOS certified base with a viscosity of a cream contains 90.70% organic ingredients including a blend of olive, flax and sunflower oils, in addition to shea and cocoa butters. Simply add organic essential oils and extracts to make products capable of being certified by the Soil Association. Visc = 40,000-70,000cPs	<ul style="list-style-type: none"> + Active Refer to pages 4 and 5 for further details + Fragrance + Essential oil + Extract + Exfoliants Refer to page 22 for further details
 Cream	Available on request		iBase Borage Cream (E) 20115A 	A cream base made using borage oil to give a high level of natural ingredients (greater than 96%). Borage oil is traditionally used to restore moisture and smoothness to skin. This base can be mixed with extracts and essential oil blends to create a wide range of creams for different parts of the body. Visc = 35,000-65,000cPs	Available on request		Available on request		



	CLASSIC RANGE	Attributes	ENHANCED	Attributes	NATURAL	Attributes	ORGANIC	Attributes	iBase+ Option
 <p>Butter</p>	iBase Body Butter 220498A	A body butter base containing shea butter and lanolin wax. Designed to have essential oil blends, fragrances, extracts etc. added to create butters which will nourish and smooth the skin. Visc = >500,000cPs.	Available on request		iBase Body Butter (N) 221137 	A body butter base, to nourish and smooth, with a very high level of natural ingredients (approx. 99%) The butter is made using completely natural emulsifiers and a blend of shea and cocoa butters with jojoba, fractionated coconut and sunflower oils. To make the product Vegan compliant, sunflower wax is used instead of the more traditional bees wax. Visc > 150,000cPs	iBase Body Butter (CS Cert) 990413	COSMOS certified body butter base, to nourish and smooth, containing shea and cocoa butter, beeswax and a blend of sunflower, olive and flax oils, can have organic essential oil blends and extracts added to create products which can be certified by the Soil Association. 89.60% organic content. Visc = >100,000cPs	<ul style="list-style-type: none"> + Active Refer to pages 4 and 5 for further details + Fragrance + Essential oil + Extract + Exfoliants Refer to page 22 for further details

 <p>Hair and body wash</p>	iBase Clear Wash 20151A 	A conventional wash base, formulated using a mixture of highly foaming surfactant blends and skin conditioning agents. This base is designed to have colour solutions, fragrances and essential oil blends added to produce a visually appealing final product combining efficacious cleansing with skin nourishing properties. Incorporating different extracts and additives can convert this base into anything from hand and body wash, to shampoo or bubble bath. Visc = 20,000-30,000cPs	iBase Pearlsed Wash (E) 20154A 	Similar to the clear wash but with the addition of a pearlescing agent to produce an appealing pearlescent product. This base is formulated using a mixture of highly foaming surfactant blends and skin conditioning agents and designed to have colour solutions and fragrances / essential oil blends added to produce a visually appealing final product combining efficacious cleansing with skin nourishing properties. Incorporating different extracts and additives can convert this base into anything from hand and body wash, to shampoo or bubble bath. Visc = 20,000-30,000cPs	iBase SLS Free Pearlsed Wash (N) 220676 	Made from greater than 97% naturally derived materials, this base is designed to have essential oil blends or fragrances added to make mild cleansing products, which still provide the same foam levels of conventional wash products. This base combines a mixture of humectants and re-fattening agents, with an added pearlescing agent, to help condition skin at its natural pH level. Adding extracts to this base can further help diversify their potential usage into natural shampoos, washes, shower gels or bubble baths. Visc = 20,000-30,000cPs	iBase Clear Wash (CS Cert) 990414 	COSMOS certified base containing 73.21% organic ingredients including glycerine and aloe vera for their moisturising properties. Simply add COSMOS certified essential oils and extracts to make products which are able to exhibit the COSMOS logo upon registration. Shampoos, body and hand washes are all easy to create with this base. Visc = 5,000-15,000cPs. Viscosity can be adjusted by further addition of organic salt.	<ul style="list-style-type: none"> + Active Refer to pages 4 and 5 for further details + Fragrance + Essential oil + Extract + Exfoliants Refer to page 22 for further details
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 <p>Hair and body wash</p>	Available on request		iBase Opaque Wash (E) 220674 	Similar to the clear wash but in an opaque form for products where transparency is not required. This base is formulated using a mixture of highly foaming surfactant blends and skin conditioning agents and designed to have colour solutions and fragrances / essential oil blends added to produce a visually appealing final product combining efficacious cleansing with skin nourishing properties. Incorporating different extracts and additives can convert this base into anything from hand and body wash, to shampoo or bubble bath. Visc = 20,000-30,000cPs	iBase SLS Free Clear Wash (N) 220675 	Made from greater than 97% naturally derived materials, this base is designed to have essential oil blends or fragrances added to make mild cleansing products which still provide the same foam levels of conventional wash products. These bases combine a mixture of humectants and re-fattening agents to help condition skin at its natural pH level. Adding extracts to this base can further help diversify the potential usage into natural shampoos, washes, shower gels or bubble baths. Visc = 5,000-15,000cPs	iBase Suspending Wash (CS Cert) 990588 	COSMOS certified wash base containing 72.00% organic ingredients including aloe vera. This base is both Sulphate and SLS/SLES free. Thickened by xanthan gum, with the ability to suspend particles thus allowing the addition of products such as exfoliating ingredients. Simply add COSMOS certified essential oils and extracts to make products which are able to exhibit the COMOS logo upon registration. Shampoos, body and hand washes are all easy to create with this base. Visc = 12,000-18,000cPs	
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	CLASSIC RANGE	Attributes	ENHANCED	Attributes	NATURAL	Attributes	ORGANIC	Attributes	iBase+ Option
Other wash products	Available on request		iBase Dispersible Bath Oil Wash (E) 20124	A base oil blend containing sweet almond, isopropyl myristate and a dispersing agent which can have essential oil blends / fragrances or oil based extracts added to create fully dispersible bath oils. The product will turn the bath water instantly 'milky' upon its addition allowing the oils to help moisturise the skin rather than the oil just floating on the water's surface.	Available on request		Available on request		+ Active Refer to pages 4 and 5 for further details + Fragrance + Essential oil + Extract + Exfoliants Refer to page 22 for further details
Other wash products	Available on request		iBase Cleansing Gel (E) 220580A	Foaming rinse off gel base which can have extracts and colours added to make cleansing gel formulations. The base is able to suspend particles, so adding exfoliants is possible to make foaming/ cleansing scrub products. The high level of aloe vera juice and moisturisers mean the gel will also help to nourish the skin while in use.	iBase Dispersible Bath Oil Wash (N) 220691	Similar in nature to the dispersible bath oil Base (20124) but using only natural oils and dispersants to give a 100% naturally derived product base. Sweet almond oil is chosen to help moisturise the skin.	Available on request		
Other wash products	Available on request		iBase Suspending Wash (E) 220751	Sulfate and SLS/SLES free wash base suitable for making hair and body products from the addition of fragrances or essential oils and extracts. Using naturally derived foaming and cleansing material, this base contains a high level of naturally derived materials, exceeding 95%. Visc = 12,000-18,000cPs	iBase Crème Soap Wash (N) 220559	99% Naturally derived soap base which contains in excess of 40% moisturising agents. Designed to have fragrances, exfoliants, colours, extracts or essential oil blends added to make a wide selection of soft soap textured products which will cleanse and moisturise in one action.	Available on request		

Conditioner	iBase Conditioner 220816	A traditional type conditioner base with Cetrimonium Chloride and a blend of natural oils and butters including coconut, shea, jojoba and argan combined with Vitamin B5 and glycerine to moisturise, smooth and condition hair. Simply add any fragrance, essential oils, extracts or colours to create your product. Visc = 15,000-45,000cPs	Available on request		iBase Conditioner (N) 220879	A conditioner base made using cationic honey to moisturise, nourish and smooth the hair. Oils and butters including coconut, shea, jojoba & argan are added to help treat and condition. Simply add essential oils and extracts to make conditioner type products with high levels of naturally derived ingredients. Visc = 30,000-55,000cPs	iBase Conditioner (CS Cert) 990470	COSMOS certified base made from a blend of organic oils and butters including argan, jojoba, shea, coconut which are then combined with aloe vera, glycerine and betaine to moisturise and condition hair. The base is designed to be mixed with COSMOS certified essential oils and extracts to make certified products. The base contains 85.7% organically derived ingredients.	+ Active Refer to pages 4 and 5 for further details + Fragrance + Essential oil + Extract + Exfoliants Refer to page 22 for further details
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Serum


NATURAL	Attributes	iBase+ Option
iBase Aqueous Serum (N) 221081 	A xanthan thickened water based serum containing 100% naturally derived ingredients. Contains a biosaccharide gum based active ingredient, providing substantiated claims for skin soothing, restructuring, anti-ageing and hair smoothing and a natural silver mica. Also contains a 100% naturally derived preservative system. For use on both hair and skin. Can add in additional extracts, essential oils and actives to create a range of different serums. Organic version also available, with the addition of Aloe Vera.	<ul style="list-style-type: none"> + Active Refer to pages 4 and 5 for further details <ul style="list-style-type: none"> + Fragrance + Essential oil + Extract + Exfoliants Refer to page 22 for further details
iBase Light Oil Serum (N) 221082 	A natural oil based serum. Contains a blend of hazelnut, grapeseed, jojoba and apricot kernel oils as the main carrier oils. Used for their excellent ability to absorb into the skin at a fast rate. Also contains naturally derived silicone replacements to provide excellent skin feel along with a natural conditioning active for both hair and skin. Additional essential oils, actives and oil extracts can be added to create a range of different serums. Ideal for day time wear and under make up due its fast absorbing properties. Also contains the 'Famous Five' Superberry Extract.	
iBase Rich Oil Serum (N) 221083 	Similar in content to the light oil serum, with the addition of a naturally derived lanolin alternative. This provides the formulation with a richer skin feel. Ideal as a treatment/night use serum. Organic version also available.	

ORGANIC	Attributes	iBASE+ Option
iBase Aqueous Serum (CS Cert) 990604 	A xanthan thickened water based serum containing 100% naturally derived ingredients. Contains a biosaccharide gum based active ingredient, providing substantiated claims for skin soothing, restructuring, anti-ageing and hair smoothing and a natural silver mica. Also contains a 100% naturally derived preservative system. For use on both hair and skin. Can add in additional extracts, essential oils and actives to create a range of different serums.	<ul style="list-style-type: none"> + Active Refer to pages 4 and 5 for further details <ul style="list-style-type: none"> + Fragrance + Essential oil + Extract + Exfoliants Refer to page 22 for further details
iBase Lighter Oil Serum (CS Cert) 990605 	A natural oil based serum. Contains a blend of hazelnut, grapeseed, jojoba and apricot kernel oils as the main carrier oils. Used for their excellent ability to absorb into the skin at a fast rate. It contains naturally derived silicone replacements to provide excellent skin feel along with a natural conditioning active for both hair and skin. Additional essential oils, actives and oil extracts can be added to create a range of different serums. Ideal for day time wear and under make up due its fast absorbing properties. Also contains the 'Famous Five' Superberry Extract.	
iBase Richer Oil Serum (CS Cert) 990606 	Similar in content to the light oil serum, with the addition of a naturally derived lanolin alternative. This provides the formulation with a richer skin feel. Ideal as a treatment/night use serum.	










MRB products

CLASSIC RANGE	Attributes	iBase+ Option
MRB Cream Scrub 220884	A blend of natural exfoliants (manufactured from walnut & almond shells and peach stones) incorporated into an organically certified non-foaming cream base containing Vitamin E. Product has had an active ginger root material added which lists the following claims:- Maintains the skin's vitality and its repairing process by protecting the stem cell-ness. Fights inflammaging. Very potent antioxidant and anti-irritant. Wrinkle reduction and improvement of skin homogeneity and texture before and after sun-induced damages. Protects the stem cells against UV-Induced apoptosis.	<ul style="list-style-type: none"> + Active Refer to pages 4 and 5 for further details <ul style="list-style-type: none"> + Fragrance + Essential oil + Extract + Exfoliants Refer to page 22 for further details
MRB Shave Cream 220885	This non-foaming product is made using an active ginger material with a combination of organic ingredients, including aloe vera, glycerine, olive oil, flax oil, sunflower oil and shea and cocoa butters to help soften hair and provide an invisible barrier to protect the skin. The active gives the following claims:- Maintains the skin's vitality and its repairing process by protecting the stem cell-ness. Fights inflammaging. Very potent antioxidant and anti-irritant. Wrinkle reduction and improvement of skin homogeneity and texture before and after sun-induced damages. Protects the stem cells against UV-Induced apoptosis	
MRB Non-Aerosol Spray 220886	Glycerine to help protect and moisturise the skin. The product works by destroying the bacteria responsible for causing bodily odours. Contains alcohol to speed drying time. The active allows the following claims:- Maintains the skin's vitality and its repairing process by protecting the stem cell-ness. Fights inflammaging. Very potent antioxidant and anti-irritant. Wrinkle reduction and improvement of skin homogeneity and texture before and after sun-induced damages. Protects the stem cells against UV-Induced apoptosis.	

CLASSIC RANGE	Attributes	iBase+ Option
MRB Roll-On Deodorant 220890	An aluminium free, natural deodorant product with active ginger extract, aloe vera leaf juice and glycerine to help protect and moisturise the skin. The product works by destroying the bacteria responsible for causing bodily odours. The active allows the following claims:- Maintains the skin's vitality and its repairing process by protecting the stem cell-ness. Fights inflammation. Very potent antioxidant and anti-irritant. Wrinkle reduction and improvement of skin homogeneity and texture before and after sun-induced damages. Protects the stem cells against UV-Induced apoptosis.	<ul style="list-style-type: none"> + Active Refer to pages 4 and 5 for further details <ul style="list-style-type: none"> + Fragrance + Essential oil + Extract + Exfoliants Refer to page 22 for further details
MRB Beard Shampoo 220889	This product is a Sulfate free beard shampoo that can also be used for hair. It contains an innovative natural active that helps to change hair follicles back into their growth cycle, which has been shown in some users to help them re-grow hair. The shampoo also contains Vitamin B5 which helps to nourish and condition hair and skin. The product is approximately 97% naturally derived. The active allows the following claims:- Maintains the skin's vitality and its repairing process by protecting the stem cell-ness. Fights inflammation. Very potent antioxidant and anti-irritant. Wrinkle reduction and improvement of skin homogeneity and texture before and after sun-induced damages. Protects the stem cells against UV-Induced apoptosis.	
MRB Beard Oil 220894 	Made from fractionated coconut oil sesame oil, jojoba, argan and avocado oils have also been added to give this product a light feel to the oil. The sesame oil has anti-irritant properties to help stop developing beards from itching. This product has also had an active ginger extract included. The active allows the following claims:- Maintains the skin's vitality and its repairing process by protecting the stem cell-ness. Fights inflammaging. Very potent antioxidant and anti-irritant. Wrinkle reduction and improvement of skin homogeneity and texture before and after sun-induced damages. Protects the stem cells against UV-Induced apoptosis.	

Specialised products

CLASSIC RANGE	Attributes	iBase+ Option
iBase Emulsion Clay Mask 220603 	Mask base made from natural clays (to withdraw impurities from the skin) in an emulsion base made from virgin argan oil and shea butter to moisturise. Able to accept a whole range of actives, extracts and essential oils to transform the base into a mask for all skin types.	+ Active Refer to pages 4 and 5 for further details + Fragrance + Essential oil + Extract + Exfoliants
iBase Eye Make-Up Remover 221129 	Contains a mixture of oat amino acids and extracts from cornflowers, Iceland moss, gentian and elderberry, designed to aid in the gentle removal of eye make up.	Refer to page 22 for further details
iBase Toner 20195A 	Clear base containing hyaluronic acid, allantoin, and a mixture of tilia, sage, lettuce and cucumber extracts, designed to soothe and tone the skin.	
iBase Cleanser 20180A 	Base for making cleanser type products which can be combined with extracts and essential oils. Contains a blend of oils and moisturisers, designed to cleanse the skin. Visc = 8,000-20,000cPs	
iBase Micellar Water 221139 	Micelles are the structures that surfactants form when they reach a certain concentration in water. The surfactant must have a strongly polar “head” and a non-polar hydrocarbon chain “tail”. When this type of surfactant is added to water, the non-polar tails of the molecules clump into the centre of a ball like structure called a micelle, because they are hydrophobic or “water hating”. The polar head of the molecule presents itself for interaction with the water molecules on the outside of the micelle. Oil droplets can “hide” from the water in the middle of the micelle so they can be suspended or washed away. Contains xylitol, betaine and glycerine to moisturise the skin as it cleans. Clear solution.	

CLASSIC RANGE	Attributes	iBase+ Option
iBase Micellar Oil 221138 	Made with a blend of fractionated coconut oil, grapeseed oil, sunflower oil and Vitamin E with the addition of an emulsifier. Micellar oil removes dirt and excess oil from the skin with the help of the emulsifier and then replaces it with fast absorbing oils with additional benefits. Can be tailored by adding extracts and essential oils.	+ Active Refer to pages 4 and 5 for further details + Fragrance + Essential oil + Extract + Exfoliants
iBase Body Oil 32067 	A blend of carrier oils containing coconut, avocado, soya bean, sweet almond and sunflower which can be blended with essential oil blends and oily based extracts to create a range of different clear body oils.	Refer to page 22 for further details

ORGANIC	Attributes	iBase+ Option
iBase Lip Balm (CS Cert) 20110	A COSMOS certified version of our standard lip balm base – 100% organic, made from sunflower oil, shea butter and beeswax.	+ Active Refer to pages 4 and 5 for further details + Fragrance + Essential oil + Extract + Exfoliants
iBase Lip Balm Vit E (CS Cert) 990415	A COSMOS certified version of our standard lip balm base – made from sunflower oil, shea butter and beeswax. 99.8% organic version containing Vitamin E.	Refer to page 22 for further details


NATURAL	Attributes	iBase+ Option
iBase Skin Brightening Cream (N) 221021	Made using the natural cream lotion base with the addition of a natural skin brightening active. The active is based on a blend of phytic acid and mulberry extract and is provided with claim substantiation. This product targets age-spots and uneven skin tone.	+ Active Refer to pages 4 and 5 for further details + Fragrance + Essential oil + Extract + Exfoliants
iBase Lip Balm (N) 20111	A blend of sunflower oil, shea butter and beeswax, designed to have flavours added to create moisturising lip balms.	Refer to page 22 for further details

Further information

Organic Certification

The organic products where indicated (CS Cert) are COSMOS Certified.

Vegan Status

Where  appears, this product is formulated in accordance with the Vegan Society's Vegan Standard, which is recognised (trademarked) in Europe, USA, Canada, Australia and India. Note that these products are not formally certified.

For a cosmetic product to be vegan, it must not contain any animal ingredient at all, be it a part of an animal (like gelatin, blood or animal fats) or derived from an animal (such as honey, beeswax, yogurt etc).

The development and/or manufacture of the product, and where applicable its ingredients, does not involve testing of any sort on animals conducted at the initiative of the company or on its behalf, or by parties over whom the company has effective control.

In addition, development and/or production of genetically modified organisms (GMO) must not have involved animal genes or animal-derived substances. Finally, Inovia International confirms that there is no contact with any extracts of animal origin during storage and transport.

Fragrance

Inovia is able to source a wide range of fragrances, including natural fragrances, suitable for your specific applications. Please enquire for further information.

Essential Oil

Inovia can offer a wide range of essential oils, including organic, for use in the cosmetics and personal care industries. The company sources product from around the globe, and carries an extensive inventory of oils at their facility. Please enquire for further information.

Extract

Inovia manufactures a wide range of extracts, including COSMOS Natural and COSMOS Organic certified products. Please refer to the Inovia Insight magazine October 2017 or enquire for further information.

Exfoliant

Inovia can offer offer a wide range natural exfoliants for incorporation into your product. Please enquire for further details.

Quality

Inovia International operate to the following standards and hold the following accreditations:

- ISO 22716: 2007 Cosmetics – Guidelines on Good Manufacturing Practices (GMP)
- ISO 13485: Medical Devices
- Soil Association / COSMOS
- RSPO Certified





A leading manufacturer of
natural, organic ingredients and
prominent contract manufacturer



Inovia International

11 Kings Cliffe Industrial Estate | Wansford | Peterborough | Cambridgeshire

PE8 6PB | United Kingdom

www.inovaiinternational.co.uk +44(0) 1780 782319

**If you wish to receive further information please email:
sales@inovaiinternational.co.uk**