

APRIL 2017

iBASES



Inovia is pleased to introduce the iBASE range of cosmetic and personal bases which are a range of off the shelf pre-formulated bases.

These products are designed to be the building block for your cosmetic or personal care product into which you can add your active, parfum or essential oils to create your finished product.

A matrix of the bases offered and their status together with their attributes can be seen on the following pages.

Alternatively if you wish to receive further information please email: sales@inovaiinternational.co.uk

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SPECIALISED PRODUCTS

CONVENTIONAL	ATTRIBUTES	NATURAL	ATTRIBUTES	ORGANIC	ATTRIBUTES
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.	iBase Skin Lightening Cream (N) 221021	Made using the natural cream lotion base with the addition of a natural skin lightening active. The Active is based on a blend of phytic acid and mulberry extract and is provided with claim substantiation.	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 and a 99.8% organic version containing Vitamin E.
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 removal of eye make up.	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-aging 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.	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-aging 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.
iBase Toner 20195A	Clear base containing hyaluronic acid, allantoin, and a mixture of tilia, sage, lettuce & cucumber extracts, designed to soothe and tone the skin.	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 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 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 help cleanse the skin. Visc = 8,000-20,000cPs	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.	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.
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.	iBase Lip Balm (N) 20111	A blend of sunflower oil, shea butter and beeswax, designed to have flavours added to create moisturising lip balms.	iBase Lip Balm Vit E (CS Cert) 990415	A COSMOS certified version of our standard lip balm base – 100% Organic, made from sunflower oil, shea butter and beeswax and a 99.8% Organic version containing Vitamin E.
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.				
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				
MRB PRODUCTS					
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.	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.	MRB Moustache Wax 220893	This product is made from a combination of waxes, gums, oils, active ginger extract and Vitamin E to give a product which is designed to dry on to the moustache and allow it to be sculpted as desired. 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.
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 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 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 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.

TYPE	CONVENTIONAL	ATTRIBUTES	ENHANCED	ATTRIBUTES	NATURAL	ATTRIBUTES	ORGANIC	ATTRIBUTES
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
	iBase Spray Lotion 221086	A Lotion base containing Vitamins B 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				
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 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
			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				
Butter 	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.			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
Hair & Body Wash Bases 	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 Pearlised 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 Pearlised 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.
			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
Other Wash Products 			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.	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.		
			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.		
			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				
Conditioner 	iBase Conditioner 220816	A traditional type conditioner base with 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			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.

For further information please contact: sales@inovaiinternational.co.uk