



MOE'S
GROUP

INGREDIENTS

Moe's Group

Empowering Your Business Success



Email

hello@moesgroup.com



Telephone

1 (818) 666-2955



Website

moesgroup.com

Table of Contents

About Moe's Group	2
Choosing the Right Ingredients	3
Skincare Ingredients	4
Skincare Ingredient Categories	5
Common Skincare Ingredients	8
Trending Skincare Ingredients	14
Hair Care Ingredients	15
Hair Care Ingredient Categories	16
Common Hair Care Ingredients	18
Trending Hair Care Ingredients	23
Bath & Body Ingredients	24
Bath & Body Ingredient Categories	25
Common Bath & Body Ingredients	27
Trending Bath & Body Care Ingredients	32
Supplement Ingredients	33
Supplement Ingredient Categories	34
Common Supplement Ingredients	36
Trending Supplement Ingredients	42
Clean, Natural & Organic Ingredients	43
What Do Clean, Organic & Natural Ingredients Mean?	44
Are Ingredients Regulated?	45
Third-Party Certifications	46
Common Ingredients to Avoid	47
Formulation	48
Formulate Your Own Ingredients	49



About Moe's Group

Your Business Success Partner

Moe's Group is your partner for exceptional ingredient sourcing and formulation. We offer a wide range of high-quality ingredients, from natural extracts to cutting-edge synthetics. Our team of experts can assist you in selecting the perfect ingredients for your skincare, haircare, or bath & body products. We prioritize sustainability and ethical sourcing, ensuring that your products are not only effective but also responsible. Let us help you create innovative and high-quality products that stand out in the market.



Choosing the Right Ingredients

When selecting skincare, haircare, bath & body, or supplement products, consider your personal preferences and needs. If you prioritize products that are grown or produced without the use of synthetic chemicals, organic options may be the best choice for you. However, if you simply want to avoid harmful chemicals, clean beauty products can be a great alternative.

Moe's Group can assist you in finding the right ingredients for your product line. By partnering with us, you can streamline the process of selecting and sourcing ingredients for your products. Our team of experts can:

- **Research ingredients:** Identify the best ingredients for your specific product goals.
- **Source organic ingredients:** Connect you with reliable suppliers of organic ingredients.
- **Ensure compliance with regulations:** Help you navigate the certification process for organic products.
- **Provide formulation guidance:** Assist you in developing effective and safe product formulations.

Skincare Ingredients

Skincare Ingredient Categories

Acne-Fighting

Targets acne-causing bacteria and reduces inflammation.

Anti-Aging

Combats the signs of aging, reducing wrinkles, fine lines, and age spots.

Anti-inflammatory

Reduces inflammation and redness in the skin, soothing irritation and promoting healing.

Antimicrobial

Helps to fight bacteria and prevent infections. Keeps skin clean and healthy.

Antioxidant

Protects skin from free radicals, preventing premature aging and promoting a healthy complexion.

Brightening

Helps to lighten dark spots, even out skin tone, and radiant complexion.

Cleansing

Removes dirt, oil, and impurities from the skin, cleansing skin, preventing acne, and reducing blemishes.

Exfoliating

Gently removes dead skin cells, revealing smoother, brighter skin.

Firming

Improves skin elasticity and firmness.

Hydrating

Moisturizes and hydrates the skin, preventing dryness and improving elasticity.

Nourishing

Provides essential nutrients to the skin, promoting healthy skin cells and a youthful appearance.

Relaxing

Promotes relaxation and stress relief, improving mood and reducing anxiety.

Soothing

Calms and soothes irritated skin, reducing redness, inflammation, and discomfort.

Sun Protection

Protects skin from harmful UV rays, preventing sunburn and skin cancer.

Ingredient	Category	Definition	Benefits
Aloe Vera	Hydrating, Soothing	A plant with healing and moisturizing properties.	Promotes skin healing, hydrates, reduces inflammation
Alpha-Arbutin	Brightening	A natural brightening agent that can help reduce hyperpigmentation.	Helps even skin tone, improves radiance
Azelaic Acid	Anti-Aging, Brightening	A naturally occurring dicarboxylic acid.	Exfoliates the skin, reduces inflammation, helps treat acne
Beef Tallow	Hydrating	A natural fat derived from beef.	Provides deep hydration and nourishment, can help soothe irritated skin
Calendula	Soothing	A plant with healing and anti-inflammatory properties.	Promotes skin healing, reduces inflammation
Chamomile	Soothing	A plant with calming and anti-inflammatory properties.	Soothes irritated skin, reduces redness
Ceramides	Hydrating	Lipids that help form the skin's natural barrier.	Helps restore the skin's barrier function, prevents moisture loss
Cocoa Butter	Hydrating, Moisturizing	A natural fat extracted from cocoa beans.	Moisturizes and softens the skin, provides antioxidants
Cucumber Extract	Hydrating, Soothing	A natural extract that contains antioxidants and hydrating properties.	Cools and soothes the skin, hydrates
Dimethicone	Hydrating, Occlusive	A silicone-based ingredient.	Provides a smooth, silky feel, helps prevent moisture loss
Glycerin	Hydrating	A humectant derived from vegetable oils.	Attracts moisture to the skin, softens and smooths
Hyaluronic Acid	Hydrating, Anti-aging	A naturally occurring substance found in the skin that can hold up to 1,000 times its weight in water.	Provides intense hydration, plumps the skin, reduces wrinkles and fine lines

Ingredient	Category	Definition	Benefits
Jojoba Oil	Hydrating, Emollient	A liquid wax derived from jojoba seeds.	Closely resembles the skin's natural oils, moisturizes and softens
Kojic Acid	Brightening	A natural substance derived from mushrooms.	Inhibits melanin production, helps lighten dark spots
Lanolin	Hydrating, Occlusive	A natural wax derived from sheep's wool.	Creates a protective barrier on the skin, helps prevent moisture loss
Niacinamide	Anti-aging, Brightening	A form of vitamin B3.	Helps even skin tone, reduces hyperpigmentation, improves skin texture
Olive Oil	Hydrating, Antioxidant	A vegetable oil extracted from olives.	Provides hydration, antioxidants, and fatty acids
Petrolatum	Hydrating, Occlusive	A petroleum-derived jelly.	Creates a strong barrier on the skin, helps prevent moisture loss
Retinaldehyde	Anti-Aging	A form of vitamin A that is more potent than retinol.	Can provide more significant anti-aging benefits
Retinyl palmitate	Anti-Aging	A milder form of vitamin A.	Suitable for sensitive skin
Retinoids	Anti-Aging	Derivatives of vitamin A that can help reduce wrinkles and fine lines.	Stimulates collagen production, improves skin texture
Salicylic Acid	Anti-Aging, Exfoliating, Brightening	A beta-hydroxy acid (BHA) that can penetrate deeper into the pores.	Exfoliates the skin, helps unclog pores, suitable for acne-prone skin
Sodium PCA	Hydrating	A naturally occurring amino acid found in the skin.	Helps regulate skin moisture levels
Squalane	Hydrating, Emollient	A naturally occurring hydrocarbon found in human sebum.	Moisturizes and softens the skin, helps reduce oiliness
Sorbitol	Hydrating	A sugar alcohol derived from plants.	Acts as a humectant and emollient

Common Skincare Ingredients

Ingredient	Category	Definition	Benefits
Tea Tree Oil	Soothing, Antiseptic	A natural antiseptic that can help to treat acne and other skin conditions.	Reduces inflammation, helps fight bacteria
Vitamin C	Anti-Aging, Brightening	A powerful antioxidant that helps protect the skin from damage.	Brightens skin, reduces hyperpigmentation, stimulates collagen production
Urea	Hydrating, Exfoliating	A naturally occurring compound found in the skin.	Helps to exfoliate and hydrate the skin



Trending Skincare Ingredients

A close-up photograph of two purple flowers with green leaves, set against a purple background. The flowers are in focus, showing their intricate petal structure.

Bakuchiol

What is Bakuchiol?

A plant-based retinol alternative derived from the babchi plant, offering similar benefits without the potential side effects associated with traditional retinol.

Best Used For:

- Moisturizer
- Night Cream
- Serum

Benefits of Bakuchiol:

- **Reduces the appearance of wrinkles and fine lines:** Bakuchiol stimulates collagen production and cell turnover, which can help to plump and smooth the skin, reducing the appearance of wrinkles and fine lines.
- **Improves skin texture:** Bakuchiol can help to refine pores, reduce roughness, and improve overall skin texture.
- **Brightens the skin:** Bakuchiol can help to lighten dark spots and hyperpigmentation, promoting a more even skin tone.

Beef Tallow



What is Beef Tallow?

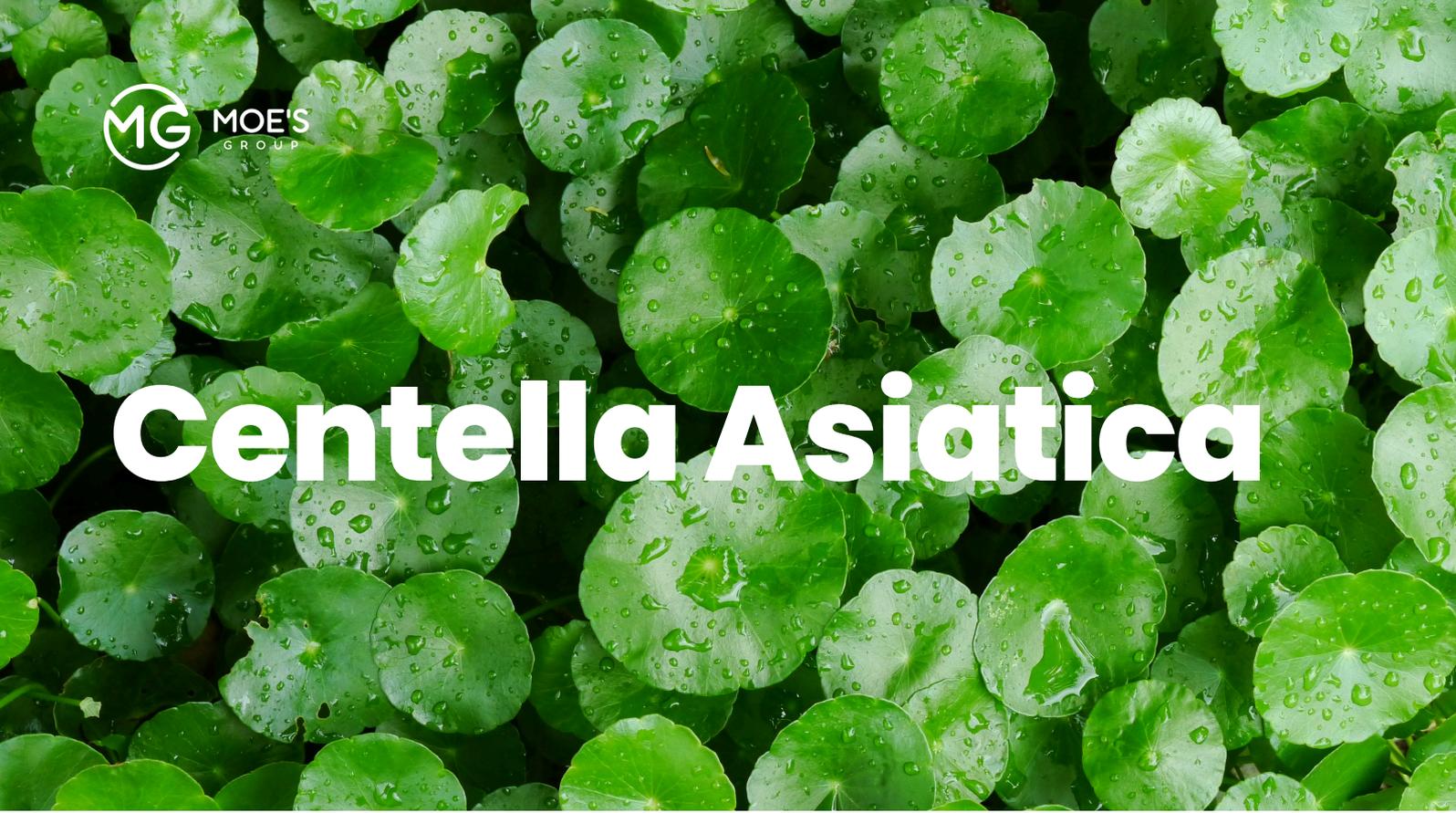
Beef tallow has been gaining popularity in the beauty industry as a natural and nourishing skin care ingredient. This traditional ingredient, once used by our ancestors, is now making a comeback for its potential benefits.

Best Used For:

- Body Butter
- Hand Cream
- Lip Balm
- Moisturizer

Benefits of Beef Tallow:

- **Deeply Moisturizes:** Beef tallow is rich in fatty acids that can help hydrate and nourish the skin.
- **Soothes Irritation:** It can help calm and soothe irritated skin, making it ideal for those with sensitive or dry skin.
- **Promotes Skin Health:** Beef tallow contains vitamins and minerals that can help improve skin elasticity and reduce the appearance of wrinkles.
- **Natural Alternative:** It is a natural and sustainable ingredient, free from harmful chemicals.

A close-up photograph of vibrant green Centella Asiatica leaves, which are round and covered in water droplets, creating a fresh and natural aesthetic.

Centella Asiatica

What is Centella Asiatica?

A plant extract also known as gotu kola, traditionally used in Ayurvedic medicine. It is rich in triterpenoid saponins, bioactive compounds that have been shown to have various benefits for the skin.

Best Used For:

- Moisturizer
- Serum
- Soothing Mask

Benefits of Centella Asiatica:

- **Promotes skin healing:** Centella Asiatica contains compounds that can help to stimulate collagen production and wound repair, making it ideal for those with acne scars or other skin imperfections.
- **Reduces inflammation:** This ingredient has anti-inflammatory properties that can help to soothe irritated skin, reduce redness, and calm conditions like eczema and rosacea.
- **Improves skin elasticity:** Centella Asiatica can help to improve skin elasticity and firmness, reducing the appearance of sagging skin and promoting a more youthful, plumped complexion.

Chamomile Extract

What is Chamomile Extract?

An extract derived from the chamomile flower, a member of the Asteraceae family known for its calming and soothing properties. Chamomile contains various bioactive compounds, including flavonoids, coumarins, and essential oils, that contribute to its therapeutic effects.

Best Used For:

- Calming Toners
- Relaxing Bath Products
- Soothing Masks

Benefits of Chamomile Extract:

- **Calms irritated skin:** Chamomile has natural anti-inflammatory properties that can help to soothe and reduce redness in sensitive or irritated skin.
- **Reduces redness:** It can be particularly beneficial for those with conditions like rosacea.
- **Promotes relaxation:** Chamomile is known for its calming and relaxing properties, which can help to reduce stress and improve overall skin health.

Squalane

What is Squalane?

A natural lipid that occurs in human sebum, making it highly compatible with the skin. It's derived from plant sources like olives, rice bran, or sugarcane, and is often hydrogenated to make it more stable.

Best Used For:

- Facial Oils
- Lip Balms
- Moisturizers

Benefits of Squalane:

- **Deeply hydrates the skin:** Squalane is a highly moisturizing ingredient that can help to lock in moisture and prevent water loss, leaving the skin feeling soft and supple.
- **Protects the skin barrier:** Squalane helps to strengthen the skin's natural barrier, protecting it from environmental stressors and irritants like pollution and UV rays.
- **Reduces the appearance of wrinkles:** By improving hydration and skin barrier function, squalane helps reduce the appearance of fine lines and wrinkles, promoting a more youthful complexion.

Hair Care Ingredients

Hair Care Ingredient Categories

Anti-Frizz

Helps to control frizz and flyaways, providing a smoother, more manageable hairstyle.

Anti-Dandruff

Helps to reduce dandruff and flakes, promoting a healthier scalp environment.

Color-Protecting

Helps to preserve hair color and prevent fading, maintaining vibrant and long-lasting color.

Hydrating

Moisturizes and hydrates the hair, preventing dryness and frizz, and adding shine and softness.

Growth-Stimulating

May promote hair growth and prevent hair loss, contributing to thicker, healthier hair.

Nourishing

Provides essential nutrients to the hair, promoting healthy hair growth, strength, and resilience.

Soothing

Calms and soothes the scalp, reducing dandruff, itchiness, and irritation.

Strengthening

Improves hair's structural integrity, reducing breakage and split ends, resulting in thicker, healthier hair.

Thickening

Helps to thicken hair and increase its density, providing a fuller and more voluminous appearance.

Volume-Boosting

Adds volume and fullness to hair, creating a more voluminous and textured look.

Ingredient	Category	Definition	Benefits
Aloe Vera	Hydrating, Soothing	A plant with healing and moisturizing properties.	Soothes irritated scalp, hydrates hair
Argan Oil	Hydrating, Nourishing	A vegetable oil extracted from argan nuts.	Moisturizes and softens hair, adds shine
Avocado	Nourishing	A fruit rich in vitamins and minerals that can benefit hair health.	Nourishes hair
Avocado Oil	Hydrating, Nourishing	A vegetable oil extracted from avocados.	Moisturizes and nourishes hair, adds shine
Biotin	Nourishing	A B vitamin essential for healthy hair, skin, and nails.	Strengthens hair, reduces hair loss
Castor Oil	Hydrating	A vegetable oil extracted from castor beans.	Promotes hair growth, adds shine
Chia Seeds	Nourishing	A source of omega-3 fatty acids and protein.	Promotes hair growth, adds shine
Coconut Milk	Conditioning	A natural conditioner that can add moisture and shine to hair.	Moisturizes and conditions hair, helps prevent breakage
Coconut Oil	Hydrating	A vegetable oil extracted from coconut kernels.	Moisturizes and conditions hair, helps prevent breakage
Grapefruit Seed Extract	Soothing	A natural antiseptic that can help soothe the scalp.	Soothes scalp, reduces dandruff
Henna	Coloring, Conditioning	A natural dye derived from the leaves of the henna plant.	Adds color, conditions hair
Keratin	Protein	A protein that makes up the structure of hair.	Strengthens hair, reduces damage
Lavender Oil	Soothing	An essential oil that can promote relaxation and soothe the scalp.	Soothes scalp, reduces dandruff

Ingredient	Category	Definition	Benefits
Olive Oil	Hydrating, Antioxidant	A vegetable oil extracted from olives.	Provides hydration, antioxidants, and fatty acids
Panthenol	Hydrating	A provitamin form of vitamin B5.	Moisturizes and conditions hair, adds volume
Rice Protein	Protein	A plant-based protein that can strengthen and thicken hair.	Strengthens hair, adds volume
Sage Oil	Soothing	An essential oil that can help balance scalp oil production.	Soothes scalp, reduces dandruff
Shea Butter	Hydrating, Antioxidant	A natural fat extracted from the shea nut.	Moisturizes and softens hair, provides antioxidants
Silk Amino Acids	Protein	Protein derived from silk.	Adds shine, smoothness, and softness to hair
Tea Tree Oil	Soothing, Antiseptic	A natural antiseptic that can help to treat scalp conditions.	Soothes scalp, reduces dandruff
Tea Tree Oil	Soothing, Antiseptic	A natural antiseptic that can help to treat scalp conditions.	Soothes scalp, reduces dandruff
Vitamin B5	Nourishing	A vitamin essential for healthy hair.	Moisturizes and strengthens hair
Vitamin C	Antioxidant	A powerful antioxidant that helps protect hair from damage.	Protects hair color, adds shine
Vitamin E	Antioxidant	A powerful antioxidant that helps protect hair from damage.	Protects hair from environmental stressors



Trending Hair Care Ingredients

Amla

What is Amla?

Also known as Indian gooseberry, Amla is a fruit native to India that has been used in Ayurvedic medicine for centuries. It is rich in vitamin C, antioxidants, and minerals, making it a popular ingredient in hair care products.

Best Used For:

- Hair Mask
- Hair Oil
- Hair Serum
- Shampoo & Conditioner

Benefits of Amla:

- **Strengthens hair follicles:** Amla contains antioxidants that help to protect hair follicles from damage, promoting stronger and healthier hair.
- **Reduces premature graying:** The antioxidants in amla can help prevent premature graying by protecting hair follicles from oxidative stress.
- **Promotes hair growth:** Amla can stimulate hair follicles and promote hair growth by improving blood circulation to the scalp.
- **Improves hair health:** Amla can nourish and hydrate hair, reducing dryness, frizz, and breakage.



Baobab Oil

What is Baobab Oil?

Baobab oil is a natural oil extracted from the seeds of the baobab tree, a majestic African tree known for its resilience and nutritional value. It's a rich source of essential fatty acids, antioxidants, and vitamins, making it a popular ingredient in various beauty products, including hair care.

Best Used For:

- Conditioner
- Hair Mask
- Hair Serum

Benefits of Baobab Oil:

- **Rich in antioxidants:** Baobab oil contains a high concentration of antioxidants, which help protect hair from environmental damage and oxidative stress.
- **Hydrates and moisturizes:** The oil is rich in fatty acids, providing deep hydration and nourishment to the hair and scalp.
- **Improves hair elasticity:** Baobab oil can help improve hair elasticity, making it less prone to breakage and split ends.
- **Adds shine and luster:** The oil can help add a natural shine and luster to hair, making it look healthier and more vibrant.

Moringa Oil

What is Moringa Oil?

Moringa oil is a natural oil extracted from the seeds of the Moringa oleifera tree, a tropical plant native to India. It's a rich source of essential fatty acids, antioxidants, and vitamins, making it a popular ingredient in various beauty products, including hair care.

Best Used For:

- Hair Mask
- Hair Oil
- Hair Serum

Benefits of Moringa Oil:

- **Promotes hair growth:** Moringa oil nourishes hair follicles and improves scalp health, stimulating hair growth.
- **Protects hair from damage:** Antioxidants shield hair from environmental stressors, preventing breakage and split ends.
- **Deeply hydrates hair:** The oil moisturizes hair, reducing dryness and frizz.
- **Enhances hair's natural shine:** Moringa oil adds a radiant luster to hair.

Sacha Inchi Oil

What is Sacha Inchi Oil?

Sacha Inchi Oil, also known as Inca Inchi Oil or Inca Peanut Oil, is a natural oil extracted from the seeds of the Sacha Inchi plant, a native of the Amazon rainforest. It's a rich source of essential fatty acids, particularly omega-3 fatty acids, as well as antioxidants and vitamins.

Best Used For:

- Hair Mask
- Hair Oil
- Hair Serum
- Leave-in Conditioner
- Scalp Treatment

Benefits of Sacha Inchi Oil:

- **Nourishes hair follicles:** Sacha Inchi Oil provides essential nutrients that nourish hair follicles, promoting healthy hair growth.
- **Repairs damaged hair:** The oil helps repair split ends and damaged hair cuticles, restoring hair's health and vitality.
- **Hydrates hair:** Sacha Inchi Oil deeply moisturizes hair, reducing dryness and frizz.
- **Adds shine:** The oil adds a natural shine and luster to hair, making it look healthier and more vibrant

Bath & Body Ingredients

Bath & Body Ingredient Categories

Anti-Inflammatory

Reduces inflammation and redness in the skin, soothing irritation and promoting healing.

Antimicrobial

Helps to fight bacteria and prevent infections, keeping the skin clean and healthy.

Antioxidant

Protects the skin from damage caused by free radicals, preventing premature aging and promoting a healthy complexion.

Brightening

Helps to lighten dark spots and even out skin tone, promoting a more radiant complexion.

Cleansing

Removes dirt, oil, and impurities from the skin, cleansing skin, preventing acne, and reducing blemishes.

Exfoliating

Gently removes dead skin cells, revealing smoother, brighter skin.

Hydrating

Moisturizes and hydrates the skin, preventing dryness and improving elasticity.

Nourishing

Provides essential nutrients to the skin, promoting healthy skin cells and a youthful appearance.

Soothing

Calms and soothes irritated skin, reducing redness, inflammation, and discomfort.

Relaxing

Promotes relaxation and stress relief, improving mood and reducing anxiety.

Ingredient	Category	Definition	Benefits
Aloe Vera	Hydrating, soothing	A plant with healing and moisturizing properties.	Soothes irritated skin, hydrates
Almond Oil	Hydrating, nourishing	A sweet oil extracted from almonds.	Moisturizes and softens skin
Argan Oil	Hydrating, nourishing	A vegetable oil extracted from argan nuts.	Moisturizes and softens skin
Avocado Oil	Hydrating, nourishing	A vegetable oil extracted from avocados.	Moisturizes and nourishes skin
Baking Soda	Exfoliating, cleansing	A natural abrasive.	Exfoliates skin, helps unclog pores
Coconut Oil	Hydrating, moisturizing	A vegetable oil extracted from coconut kernels.	Moisturizes and conditions skin
Dead Sea Salt	Exfoliating, detoxifying	Naturally occurring salt from the Dead Sea.	Exfoliates skin, helps detoxify
Epsom Salt	Relaxing, soothing	Magnesium sulfate salt.	Relaxes muscles, soothes aches and pains
Glycerin	Hydrating	A humectant derived from vegetable oils.	Attracts moisture to the skin, softens and smooths
Honey	Hydrating, antibacterial	A natural sweetener with humectant properties.	Moisturizes skin, helps fight bacteria
Jojoba Oil	Hydrating, emollient	A liquid wax derived from jojoba seeds.	Closely resembles the skin's natural oils, moisturizes and softens
Lavender	Soothing, relaxing	An essential oil known for its calming properties.	Relaxes, promotes sleep
Oatmeal	Exfoliating, soothing	A natural grain used for exfoliation.	Exfoliates skin, soothes irritation
Shea Butter	Hydrating, moisturizing	A natural fat extracted from the shea nut.	Moisturizes and softens skin

Ingredient	Category	Definition	Benefits
Sodium Bicarbonate	Exfoliating, Cleansing	A natural abrasive.	Exfoliates skin, helps unclog pores
Tea Tree Oil	Antiseptic, Soothing	A natural antiseptic that can help treat skin conditions.	Soothes irritation, helps fight bacteria
Vitamin E	Antioxidant	A powerful antioxidant that helps protect the skin from damage.	Protects skin from environmental stressors
Cocoa Butter	Hydrating, Moisturizing	A natural fat extracted from cocoa beans.	Moisturizes and softens skin
Rosehip Oil	Hydrating, Antioxidant	A vegetable oil extracted from rosehip seeds.	Moisturizes skin, helps reduce scars
Sunflower Oil	Hydrating, Emollient	A vegetable oil extracted from sunflower seeds.	Moisturizes and softens skin
Sweet Almond Oil	Hydrating, Nourishing	A sweet oil extracted from almonds.	Moisturizes and softens skin
Vitamin C	Antioxidant	A powerful antioxidant that helps protect the skin from damage.	Brightens skin, promotes collagen production
Ylang-Ylang Oil	Relaxing, Uplifting	An essential oil known for its calming and uplifting properties.	Promotes relaxation, improves mood

Trending Bath & Body Ingredients

Algae

What is Algae?

Algae are simple aquatic plants that can be found in oceans, lakes, and rivers. They are rich in nutrients, including vitamins, minerals, and antioxidants, making them a popular ingredient.

Best Used For:

- Bath Bomb
- Body Cream
- Body Lotion
- Exfoliating Scrub

Benefits of Algae:

- **Hydration:** Algae can help to improve skin hydration, leaving skin feeling soft and supple.
- **Antioxidant protection:** Algae contains antioxidants that can help protect the skin from damage caused by free radicals.
- **Anti-inflammatory:** Algae can help to reduce inflammation and soothe irritated skin.
- **Exfoliation:** Some algae-based products can gently exfoliate the skin, promoting a smoother and brighter complexion.

Blue Tansy

What is Blue Tansy?

Blue tansy is a plant native to Morocco, known for its vibrant blue flowers and strong, camphoraceous scent. Its essential oil is highly prized for its therapeutic properties.

Best Used For:

- Bath Bomb
- Body Butter
- Essential Oil
- Hand Soap

Benefits of Blue Tansy:

- **Calms and soothes:** Blue tansy has natural anti-inflammatory properties that can help reduce redness, irritation, and inflammation.
- **Promotes relaxation:** The calming scent of blue tansy can help reduce stress and promote relaxation.
- **Improves skin health:** Blue tansy can help to improve skin health by reducing inflammation and promoting healing.
- **Creates a relaxing atmosphere:** Blue tansy-scented products can create a peaceful and calming environment.

A photograph of a glass jar filled with kombucha, showing a SCOBY (Symbiotic Culture of Bacteria and Yeast) floating in the liquid. In the background, a glass of kombucha is visible, slightly out of focus.

Kombucha

What is Kombucha?

Kombucha is a fermented tea drink. It's made by adding a symbiotic culture of bacteria and yeast (SCOBY) to sweetened tea and letting it ferment. The result is a tangy, slightly fizzy beverage that often has a fruity or herbal flavor.

Best Used For:

- Body Cream
- Body Lotion
- Body Wash

Benefits of Kombucha:

- **Improves skin texture:** Kombucha contains probiotics that help balance the skin's microbiome, leading to a smoother, more radiant complexion.
- **Hydrates and moisturizes:** Kombucha is rich in antioxidants and nutrients that can help nourish and hydrate the skin.
- **Exfoliates gently:** The natural acids in kombucha gently exfoliate the skin, removing dead skin cells and promoting a brighter appearance.
- **Soothes and calms:** Kombucha's anti-inflammatory properties help to soothe irritated skin and reduce redness.

Vitamin F



What is Vitamin F?

Vitamin F is a combination of essential fatty acids, primarily linoleic acid and alpha-linolenic acid, extracted from plant-based sources. It's a key nutrient for skin health, providing moisture, protection, and reducing inflammation.

Best Used For:

- Bath Bomb
- Body Wash
- Face Mask
- Hair rinse

Benefits of Vitamin F:

- **Hydrates and moisturizes:** Vitamin F helps to nourish and hydrate the skin, reducing dryness and flakiness.
- **Reduces inflammation:** It can help to soothe irritated skin and reduce inflammation.
- **Protects against damage:** Vitamin F helps shield the skin from environmental stressors like UV rays and pollution.
- **Improves skin elasticity:** It can help to improve skin elasticity and reduce the appearance of wrinkles.

A close-up photograph of a person's open palm holding several different types of pills and capsules. The pills vary in color, including green, white, yellow, pink, and brown. Some are capsules, some are tablets, and some are small round pills. The background is a soft, out-of-focus light color.

Supplement Ingredients

Supplement Ingredient Categories

Adaptogens

Herbs and plants that help the body adapt to stress. Support stress reduction, improve energy levels, and enhance overall well-being.

Amino Acids

Building blocks of proteins, essential for various bodily functions. Support muscle growth, repair, and energy production.

Antioxidants

Protect cells from damage caused by free radicals, promoting overall health and reducing the signs of aging.

Herbal Supplements

Plant-based supplements offering a variety of health benefits, including stress reduction, improved digestion, and boosted immunity.

Minerals

Inorganic elements essential for bodily functions. Support bone health, muscle function, and overall health.

Omega-3 Fatty Acids

Essential fatty acids found in fish oil and other sources. Support heart health, brain function, and inflammation reduction.

Prebiotics

Non-digestible fibers that promote the growth of beneficial bacteria in the gut. Support digestive health and immune function.

Probiotics

Beneficial bacteria that support gut health. Improve digestion, strengthen the immune system, and support weight management.

Superfoods

Nutrient-dense foods that offer a wide range of health benefits. Support overall health and well-being.

Vitamins

Essential organic compounds that the body cannot produce on its own. Support various bodily functions, including energy production, immune function, and skin health.

Ingredient	Category	Definition	Benefits
Ashwagandha	Adaptogen	An Ayurvedic herb used to manage stress and promote relaxation.	Helps manage stress, promotes relaxation, supports immune function
Biotin	Vitamin	A B vitamin essential for healthy hair, skin, and nails.	Strengthens hair, reduces hair loss, supports skin health
Calcium	Mineral	A mineral essential for bone health, muscle function, and nerve transmission.	Essential for bone health, muscle function, nerve transmission
Choline	Nutrient	A nutrient essential for brain function, liver health, and fetal development.	Supports brain function, liver health, fetal development
Chromium	Mineral	A mineral that aids in insulin sensitivity and glucose metabolism.	Aids in insulin sensitivity, glucose metabolism, supports blood sugar control
Collagen	Protein	A structural protein found in skin, bones, and connective tissue.	Supports skin health, joint health, promotes hair growth
Fish Oil	Omega-3 fatty acid	A source of omega-3 fatty acids.	Provides essential fatty acids for heart health, brain function, and inflammation reduction
Folic Acid	Vitamin	A B vitamin essential for cell growth and development, especially during pregnancy.	Essential for cell growth and development, especially during pregnancy
Ginkgo Biloba	Herbal supplement	An herbal supplement used to improve memory and concentration.	Used to improve memory, concentration, circulation
Glucosamine	Supplement	A supplement used to support joint health and reduce joint pain.	May help support joint health and reduce joint pain
Green Tea	Herbal supplement	A plant-based beverage rich in antioxidants.	Contains antioxidants that may promote health benefits, support weight management

Ingredient	Category	Definition	Benefits
Iron	Mineral	A mineral essential for oxygen transport in the blood.	Essential for oxygen transport in the blood, supports energy levels
Magnesium	Mineral	A mineral involved in many bodily functions, including muscle and nerve function.	Involved in many bodily functions, including muscle and nerve function, promotes sleep
Melatonin	Hormone	A hormone that regulates sleep-wake cycles.	Regulates sleep-wake cycles, promotes sleep
Multivitamin	Dietary supplement	A supplement containing a combination of vitamins and minerals.	Provides a range of essential nutrients
Omega-3 Fatty Acids	Fatty acid	Essential fatty acids found in fish oil and other sources.	Essential for heart health, brain function, inflammation reduction
Probiotics	Beneficial bacteria	Live microorganisms that can benefit gut health.	Support gut health, digestion, immune function
Protein Powder	Protein supplement	A powdered form of protein used for muscle growth and repair.	Provides a source of protein for muscle growth, repair, and weight management
Turmeric	Herbal supplement	A spice containing curcumin, an antioxidant with anti-inflammatory properties.	Contains curcumin, an antioxidant with anti-inflammatory properties, may support joint health
Vitamin B12	Vitamin	A vitamin essential for nerve function, red blood cell production.	Essential for nerve function, red blood cell production, energy levels
Vitamin C	Vitamin	A powerful antioxidant that helps protect cells from damage.	Protects cells from damage, boosts immunity, aids in iron absorption
Vitamin D	Vitamin	A vitamin essential for bone health, immune function.	Essential for bone health, immune function, mood regulation
Zinc	Mineral	A mineral involved in many bodily functions, including immune function and wound healing.	Involved in many bodily functions, including immune function, wound healing, skin health



Trending Supplements Ingredients

Ashwagandha

What is Ashwagandha?

Ashwagandha is a plant-based supplement derived from the roots of the *Withania somnifera* plant. It is a well-known adaptogen, which means it helps the body adapt to stress and maintain balance.

Best Used For:

- Cognitive
- Immune Support
- Sleep Support
- Stress Management

Benefits of Ashwagandha:

- **Reduces stress and anxiety:** Ashwagandha can help lower cortisol levels, promoting relaxation and reducing stress.
- **Improves cognitive function:** It can enhance memory, focus, and concentration.
- **Supports overall health:** Ashwagandha can boost the immune system, regulate thyroid function, and aid in weight management.
- **May improve sleep quality:** It can help reduce insomnia and promote better sleep.

Bacopa Monnieri

What is Bacopa Monnieri?

Bacopa monnieri, also known as Brahmi, is a traditional Ayurvedic herb that has been used for centuries to support cognitive function and mental clarity. It is a potent adaptogen that can help the body adapt to stress and improve overall well-being.

Best Used For:

- Cognitive
- Memory & Focus
- Stress Management

Benefits of Bacopa Monnieri:

- **Enhances cognitive function:** Bacopa monnieri can help improve memory, concentration, and learning abilities.
- **Reduces anxiety and stress:** It can help to reduce anxiety and stress, promoting a sense of calm and relaxation.
- **Protects brain cells:** Bacopa monnieri contains antioxidants that can help protect brain cells from damage.
- **Supports mental clarity:** It can help to improve mental clarity and focus.

A photograph of a ginseng root and a sprig of rosemary. The ginseng root is thick, knobby, and light brown, with some smaller pieces scattered around. The rosemary sprig is green with needle-like leaves. The background is a neutral, light grey surface.

Ginseng

What is Ginseng?

Ginseng is a root plant native to Asia, particularly Korea, China, and Siberia. It has been used in traditional Chinese medicine for centuries and is known for its adaptogenic properties.

Best Used For:

- Cognitive
- Energy
- Immune Support
- Stress Management

Benefits of Ginseng:

- **Reduces stress and fatigue:** Ginseng can help the body adapt to stress and improve energy levels.
- **Enhances cognitive function:** It may improve memory, concentration, and mental clarity.
- **Boosts the immune system:** Ginseng can help strengthen the immune system and protect against illness.
- **Supports cardiovascular health:** Some studies suggest that ginseng may have benefits for cardiovascular health.

A close-up photograph of a Lion's Mane mushroom growing on a mossy log. The mushroom has a distinctive shaggy, white, mane-like appearance. The background is dark and filled with green moss and ferns.

Lion's Mane Mushroom

What is Lion's Mane Mushroom?

Lion's mane mushroom is a medicinal mushroom that is native to North America, Asia, and Europe. It is known for its distinctive appearance, with a shaggy white mane that resembles a lion's mane. As a cognitive booster, it has been studied for its potential benefits on brain health and cognitive function.

Best Used For:

- Cognitive
- Gut Health
- Mood Support

Benefits of Lion's Mane Mushroom:

- **Improves cognitive function:** Shown to support brain health and cognitive function, including memory, concentration, and focus.
- **Promotes nerve growth:** It can stimulate the growth of nerve cells in the brain, which may help to improve cognitive function and reduce symptoms of neurodegenerative diseases.
- **Boosts mood:** Help improve mood and reduce symptoms of anxiety and depression.
- **Supports gut health:** Shown to have prebiotic properties that can help to support gut health.

Rhodiola Rosea

What is Rhodiola Rosea?

Rhodiola rosea is a perennial flowering plant that is native to cold, mountainous regions of Europe and Asia. It is a well-known adaptogen, meaning it helps the body adapt to stress and maintain balance.

Best Used For:

- Cognitive
- Energy
- Mood Support
- Stress Management

Benefits of Rhodiola Rosea:

- **Reduces stress and fatigue:** Rhodiola rosea can help to reduce stress, fatigue, and improve overall well-being.
- **Enhances cognitive function:** It may improve memory, concentration, and mental clarity.
- **Boosts energy levels:** Rhodiola rosea can help to increase energy levels and reduce feelings of fatigue.
- **Supports mood:** It may help to improve mood and reduce symptoms of anxiety and depression.



Clean, Natural & Organic Ingredients

What Do Clean, Organic & Natural Ingredients Mean?

When it comes to skincare, the terms "natural," "organic," and "clean" are often used interchangeably. However, there are distinct differences between these categories.

Clean Products

Clean products are formulated without harmful chemicals and prioritize the use of non-toxic alternatives. This typically includes avoiding ingredients such as parabens, phthalates, sulfates, artificial fragrances, and dyes.

Natural Products

Natural products are formulated with ingredients derived from natural sources, such as plants, minerals, and essential oils. These products may not be certified organic but still prioritize the use of natural ingredients.

Organic Products

Organic products are grown or produced according to strict standards that prohibit the use of synthetic pesticides, fertilizers, and other chemicals. These standards are regulated by government agencies like the USDA in the United States. Organic products must contain at least 95% organic ingredients to be certified as organic.

Are Ingredients Regulated?

The beauty and personal care industry has seen a surge in demand for products labeled as "clean," "natural," or "organic." However, the terms "clean" and "natural" are not regulated by the U.S. Food and Drug Administration (FDA) for cosmetics. This means that manufacturers can use these terms without adhering to specific standards or guidelines.

Clean & Natural Labels

While there is no official government definition for "clean" or "natural" cosmetics, many companies use these terms to indicate that their products are made with ingredients that are perceived as safer and more environmentally friendly. However, the specific criteria for these terms can vary widely between manufacturers.

As consumers become more knowledgeable about the ingredients in their products, they are increasingly demanding transparency and accountability from manufacturers. This has led to the rise of third-party certifications and labels that provide consumers with information about the ingredients used in products.

Organic Certification

- **USDA Organic:** The United States Department of Agriculture (USDA) has established a rigorous certification program for organic products. To be certified organic, products must meet specific standards regarding the production, processing, and handling of ingredients.
- **Other Certifications:** There are various other organic certifications available, such as those offered by the European Union (EU) and the Japan Organic Certification Association (JAS).

Third-Party Certifications

Third-party certifications provide consumers with valuable information about the ingredients and production processes used in beauty and personal care products. These certifications are issued by independent organizations that assess products against specific standards and criteria.

Certification	Focus	Standards	Benefits
Leaping Bunny	Animal testing	Ensures no animal testing was involved in any stage of product development.	Provides consumers with assurance that their products are cruelty-free.
Vegan	Animal-derived ingredients	Ensures the product contains no animal-derived ingredients.	A great choice for consumers who follow a vegan lifestyle or prefer products without animal-derived ingredients.
EWG Verified	Ingredient safety and health concerns	The Environmental Working Group (EWG) assesses products based on their ingredient safety ratings.	Provides consumers with information about the potential health risks associated with the ingredients in a product.
USDA Organic	Organic production and processing	Products must meet rigorous standards for organic production, including the use of organic ingredients, avoidance of synthetic pesticides, and adherence to specific farming practices.	Ensures that products are made with organic ingredients, supporting sustainable agriculture and environmental protection.

Common Ingredients to Avoid

The ingredients listed below are commonly found in personal care products and have been linked to potential health risks, environmental concerns, or skin irritation. Avoiding these ingredients can reduce exposure to harmful substances and promote overall well-being.

Clean Ingredients to Avoid

- Artificial fragrances
- Butylated hydroxyanisole (BHA)
- Butylated hydroxytoluene (BHT)
- Dyes
- DEA (Diethanolamine)
- Formaldehyde-releasing preservatives
- Hydroquinone
- Mineral oil
- Parabens
- Phthalates
- Retinyl palmitate
- Sulfates
- Triclosan
- Triethanolamine (TEA)

Natural Ingredients to Avoid

- Artificial colors and flavors
- Artificial emulsifiers
- Artificial fragrances
- Artificial sweeteners
- BHA (Butylated hydroxyanisole)
- BHT (Butylated hydroxytoluene)
- Coal tar
- DEA (Diethanolamine)
- Formaldehyde-releasing preservatives
- GMOs
- Hydroquinone
- Mineral oil
- Petroleum-derived ingredients
- Synthetic colors
- Synthetic dyes
- Synthetic fragrances
- Triclosan
- Urea

Organic Ingredients to Avoid

- Antibiotics and hormones
- Bovine growth hormone (BGH)
- Chlorine-based disinfectants
- Genetically engineered organisms (GMOs)
- Ionizing radiation
- Synthetic fertilizers
- Synthetic pesticides and herbicides

Formulation

Formulate Your Own Ingredients

01 Initial Consultation

Discuss your brand's vision, target market, and product goals with our team to ensure alignment.

02 Concept & Ingredient Development

Collaborate with our chemists to create a custom formulation, selecting from high-quality ingredients or developing unique ones.

03 Sample Creation & Testing

Receive prototypes for testing, providing feedback to refine the formulation.

04 Final Approval

Once satisfied, give the green light to move forward with production.

05 Production & Quality Control

We manufacture your product with rigorous quality checks to ensure consistency and compliance.

06 Packaging & Launch Support

Select packaging, finalize branding, and receive support for scaling and launching your product.



Thank You



Email

hello@moesgroup.com



Telephone

1 (818) 666-2955



Website

moesgroup.com