

Barley TONIQ™

ULTRA-SOOTHING | REBALANCING

Made from upcycled barley, Barley TONIQ™ is a potent active that works to rebalance irritated skin. It soothes redness by up to 23% (in just 2 hours), with impressive results at low use levels. The result? Visibly calmer, happier and healthier skin.

MADE FROM

**UPCYCLED
BARLEY**

A BY-PRODUCT OF
BEER PRODUCTION

USING

**LOCALLY
SOURCED**

SPENT GRAIN FROM
BRITISH, CANADIAN &
FRENCH BREWERIES

IDEAL FOR

**LEAVE-ON
SKINCARE**

APPLICATIONS



Barley TONIQTTM

AN ULTRA-SOOTHING WATER-SOLUBLE ACTIVE MADE FROM A BY-PRODUCT OF BEER PRODUCTION

Barley TONIQTTM is a potent active that has been developed to significantly reduce skin redness and soothe irritation, even at low use levels. Made from a by-product of beer production, this upcycled water-soluble extract is rich in carbohydrates, proteins, polypeptides and amino acids which help to maintain hydration and support overall skin health. It is suitable for soothing and rebalancing claims and is particularly ideal for sensitive and reactive skin.

Barley TONIQTTM is preserved with a microbiome-friendly grade of propanediol. This particular grade comes from an upcycled, non-GMO feedstock.

BENEFITS

- Soothes redness by up to 23% (in just 2 hours)
- Just one application stops irritation in its tracks
- Rebalances irritated skin
- Superior soothing action at low use levels
- Contains 8 of the 9 essential amino acids known to help reduce the appearance of irritated skin & boost skin barrier function
- Source of proteins, peptides, polypeptides and carbohydrates
- Made from a by-product of beer production
- Contains a microbiome-friendly and upcycled grade of propanediol
- Can be used in a wide variety of skincare & body care applications and is particularly ideal for sensitive & reactive skin

1KG Barley TONIQTTM IS PACKED WITH RESCUED SPENT GRAIN FROM BREWING ~7.5 LITRES OF BEER!



INCI Name: Hordeum Vulgare Seed Extract 70% & Propanediol 30%

Appearance: Pale straw to light brown liquid

Suggested Use Level: 1 - 3%

Suggested Application: Skincare (face & body)

Degree of Naturality ISO 16128: NO11 | NI1

COSMOS: No

Country of Origin: UK*, France*, Canada**

*Global customers supplied from the UK

**French customers supplied with French-sourced spent grain, manufactured in the UK

***North American customers supplied from Canada



CRUELTY
FREE

100%
VEGAN

PALM
FREE

Barley TONIQTTM UPCYCLING PROCESS



Barley is harvested



PRODUCT 1: THE BEER

The barley is mashed and boiled with water which is used to create beer



The liquid fraction is added to a fermentation vessel using a blend of enzymes; this process results in an extract rich in active compounds



PRODUCT 2: THE WASTE

This results in some barley leftovers including liquids & solids; all of which are upcycled in an entirely zero waste process



PRODUCT 3: THE ACTIVE

The barley extract is then combined with propanediol (thus eliminating the need for any traditional preservative) to create **Barley TONIQTTM**

PACKED WITH ESSENTIAL AMINO ACIDS

During the brewing process, the malted barley is subjected to enzymatic degradation, resulting in a concentrated mixture of proteins, amino acids, peptides, polypeptides, and carbohydrates.

Carbohydrates are known to help lock in moisture; mainly dextrin, which is a polysaccharide obtained from starch.

Polypeptides on the other hand are very well known for their anti-ageing properties, as are amino acids (the building blocks of both peptides and proteins).

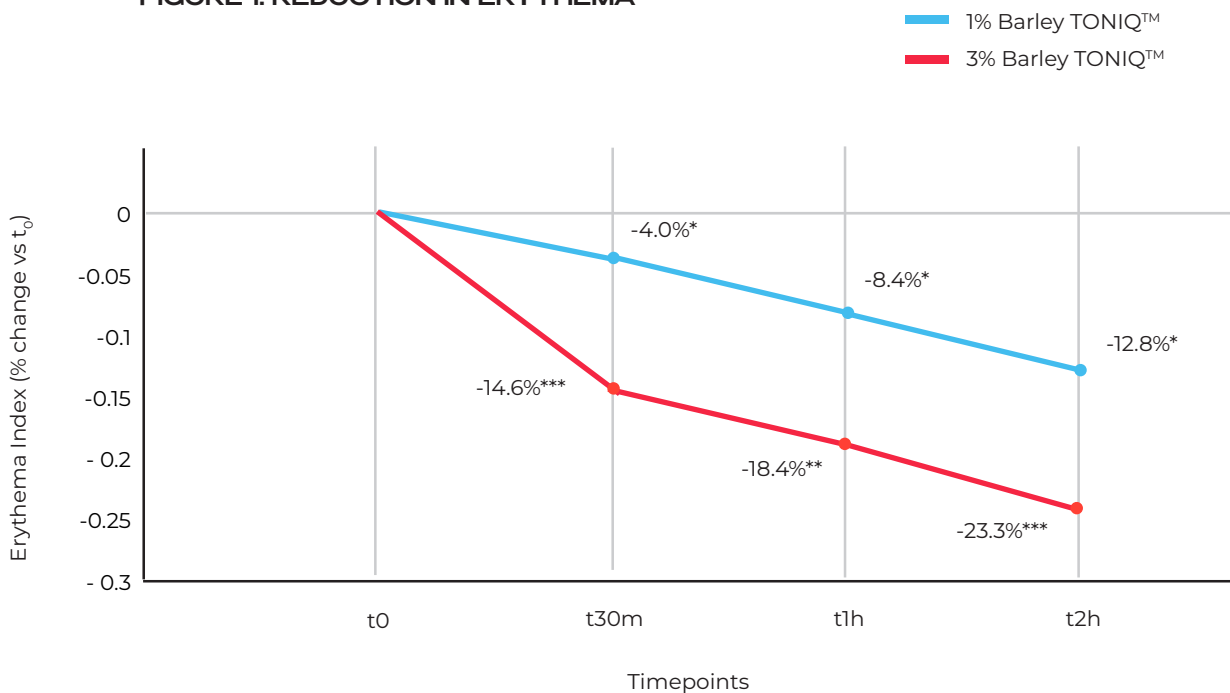
Barley TONIQTTM contains 8 of the 9 essential amino acids that are known to help reduce the appearance of irritated skin and help boost the skin's barrier function.

SOOTHING STUDY

An in vivo study was conducted to determine Barley TONIQ™'s role in reducing skin erythema. A solution containing 2% SLS (sodium lauryl sulfate) was applied to the skin in order to induce irritation, before being treated with Barley TONIQ™ (tested at 1% and 3%). The soothing activity of Barley TONIQ™ was evaluated after 30 minutes, 1hr and 2hrs using a Mexameter®. Figure 1 reveals a **significant reduction in erythema after a single application, even at low use levels (1%)**. There was a **23.3% reduction** in erythema after 2 hours, proving that it **continues to soothe skin and reduce redness over time vs. the placebo**.

**SOOTHES REDNESS
BY UP TO 23%
(IN JUST 2 HOURS)**

FIGURE 1. REDUCTION IN ERYTHEMA



* p<0.05/ **p<0.01/ *** p<0.001



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