



MEN'S FACIAL HAIR
Products



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INTRODUCTION TO MEN'S FACIAL HAIR PRODUCTS

Luscious beards and classy moustaches have been in and out of style over the centuries and they are trending once again. With facial hair back in fashion, the market for facial hair products represents a new and emerging opportunity.

We have already witnessed success stories of indie companies focusing primarily on men's facial hair products, be it shaving products, styling products or both. But as more men are emerging on their bearded journey, there is plenty of room for more product concepts. Whether you are thinking of launching a new line of beard and moustache products or you just want to make some of the products for personal use, or for friends and family, this class will guide you through formulations for the most popular men's facial hair products.

In this class, we will cover:

1. Moustache Styling Wax.
2. Beard Oil.
3. Beard Balm.
4. Shaving Bar.
5. Shaving Foam.



MOUSTACHE STYLING WAX

Styling waxes provide nourishment to facial hair along with medium to strong hold due to the waxes in the formula. The combination of beeswax and carnauba wax will ensure the moustache stays in place and looks good, while shea butter and coconut oil conditions the hair. It is scented with a fresh and woody blend of cedarwood, pine and lemon essential oils.

To use the styling wax, scoop a pea-sized amount from the jar, soften it between fingertips and spread it over the moustache. When the wax cools down, it will get harder and will help to hold the desired shape.

FORMULA

Phase	INCI name	Trade name	Function	w/w%
A	Butyrospermum Parkii (Shea) Butter	Shea butter	Emollient	40.0
A	Cocos Nucifera (Coconut) Oil	Coconut oil	Emollient	33.6
A	Cera Alba	Beeswax	Thickener	15.0
A	Copernicia Prunifera (Carnauba) Wax	Carnauba wax	Thickener	10.0
B	Cedrus Atlantica (Cedarwood) Oil	Cedarwood essential oil	Fragrance	0.4
B	Pinus Maritima (Pine) Oil	Pine essential oil	Fragrance	0.4
B	Citrus x Limon (Lemon) Oil	Lemon essential oil	Fragrance	0.5
B	Tocopherol	Vitamin E (95% mixed tocopherols)	Antioxidant	0.1

RECIPE

Trade name	Ingredient weight in grams (for a 100g batch)	Weight in ounces (oz) for a 4oz batch
Shea butter	40.0	1.600
Coconut oil	33.6	1.344
Beeswax	15.0	0.600
Carnauba wax	10.0	0.400
Cedarwood essential oil	0.4	0.016
Pine essential oil	0.4	0.016
Lemon essential oil	0.5	0.020
Vitamin E (95% mixed tocopherols)	0.1	0.004

INSTRUCTIONS

1. Mix all the ingredients of phase A in a container.
2. Heat phase A, while stirring in a water bath, until melted.
3. Remove from heat, cool down until the mixture begins to look opaque.
4. Add phase B ingredients, mix thoroughly and pour into a jar.
5. Leave to cool before placing the cap on.



BEARD OIL

The main purpose of beard oil is to condition and nourish beard hair. It will help prevent dryness, without weighing the hair down or making it look oily. Beard oils are a great option for anyone who wants to tame their beard hair and make it look healthy, soft and shiny.

Joboba oil and fractionated coconut oil are very lightweight, and mustard seed carrier oil will provide a silicone-like effect. A blend of earthy vetiver with fresh grapefruit and spicy ginger essential oils will gently scent the beard.

To use beard oil, warm 2-3 drops of oil on your fingers and gently comb through the beard using the fingers.

FORMULA

Phase	INCI name	Trade name	Function	w/w%
A	Simmondsia Chinensis (Jojoba) Seed Oil	Jojoba oil	Emollient	48.8
A	Caprylic/Capric Triglyceride	Fractionated coconut oil	Emollient	40.0
A	Brassica Alba (Mustard) Seed Oil	Mustard oil	Emollient	10.0
A	Vetiveria Zizanioides (Vetiver) Root Oil	Vetiver essential oil	Fragrance	0.4
A	Citrus Paradisi (Grapefruit) Oil	Grapefruit essential oil	Fragrance	0.4
A	Zingiber Officinale (Ginger) Root Oil	Ginger essential oil	Fragrance	0.3
A	Tocopherol	Vitamin E (95% mixed tocopherols)	Antioxidant	0.1

RECIPE

Trade name	Ingredient weight in grams (for a 100g batch)	Weight in ounces (oz) for a 4oz batch
Jojoba oil	48.8	1.952
Fractionated coconut oil	40.0	1.600
Mustard oil	10.0	0.400
Vetiver essential oil	0.4	0.016
Grapefruit essential oil	0.4	0.016
Ginger essential oil	0.3	0.012
Vitamin E (95% mixed tocopherols)	0.1	0.004

INSTRUCTIONS

1. Mix all ingredients together, stir well.
2. Pour into a bottle.



BEARD BALM

Beard balms are used in a similar way as beard oils, but they offer more hold in comparison to oils. So, if you wish to keep the beard in a certain style, beard balm is the right choice.

Jogoba and argan oil will condition the hair, shea butter will provide deep nourishment, and the mixture of sandalwood, frankincense and lavender will gently scent the beard without being overpowering.

To use the balm, take a pea-sized amount from the jar, soften it between the tips of your fingers and apply over the whole length of the beard.

FORMULA

Phase	INCI name	Trade name	Function	w/w%
A	Simmondsia Chinensis (Jogoba) Seed Oil	Jogoba oil	Emollient	38.8
A	Argania Spinosa (Argan) Kernel Oil	Argan oil	Emollient	30.0
A	Butyrospermum Parkii (Shea) Butter	Shea butter	Emollient	20.0
A	Cera Alba	Beeswax	Thickener	10.0
B	Santalum Album (Sandalwood) Oil	Sandalwood essential oil	Fragrance	0.4
B	Boswellia Carteri (Frankincense) Oil	Frankincense essential oil	Fragrance	0.4
B	Lavandula Angustifolia (Lavender) Flower Oil	Lavender essential oil	Fragrance	0.3
B	Tocopherol	Vitamin E (95% mixed tocopherols)	Antioxidant	0.1

RECIPE

Trade name	Ingredient weight in grams (for a 100g batch)	Weight in ounces (oz) for a 4oz batch
Joboba oil	38.8	1.552
Argan oil	30.0	1.200
Shea butter	20.0	0.800
Beeswax	10.0	0.400
Sandalwood essential oil	0.4	0.016
Frankincense essential oil	0.4	0.016
Lavender essential oil	0.3	0.012
Vitamin E (95% mixed tocopherols)	0.1	0.004

INSTRUCTIONS

1. Mix all the ingredients of phase A in a container.
2. Heat phase A, while stirring in a water bath, until melted.
3. Remove from heat, cool down to approximately 40°C.
4. Add phase B ingredients, mix thoroughly and pour into a jar.
5. Leave to cool before placing the cap on.



SHAVING BAR

Shaving bars might seem an unusual shaving product, but they are effective, easy to use and due to being a waterless product, very travel-friendly. Since they do not come in a jar or bottle, they are also suitable for people who lead a zero-waste lifestyle.

This formula is a variation of a solid conditioner bar for hair. The main ingredient in this shaving bar formulation is a cationic emulsifier, which will provide a nice glide for the razor. Butters and oils will have a nourishing effect and will soften the skin, whilst panthenol and phytokeratin will keep the skin moisturized and conditioned after the shave.

To use a shaving bar, wet the area you wish to shave, glide the bar over it a couple of times, until you feel some of the bar melt on the skin and form a creamy lather, then shave as usual. After shaving, rinse off with water.

This formula uses Varisoft EQ 65 which is a naturally derived and biodegradable cationic emulsifier that is permitted in Ecocert and COSMOS standards. You can find Varisoft EQ 65 at Alexmo Cosmetics (DE), Lotioncrafter (USA), Gracefruit (UK), Formulator Sample Shop EU (IT), Save on Citric (USA), Windy Point Soap (CA). If you are unable to buy Varisoft EQ 65 you can use BTMS-25 or BTMS-50 (INCI: Cetearyl Alcohol (and) Behentrimonium Methosulfate) instead, which is much more widely available, and naturally derived though not COSMOS-approved.



FORMULA

Phase	INCI name	Trade name	Function	w/w%
A	Distearoylethyl Dimonium Chloride (and) Cetearyl Alcohol	Varisoft EQ 65	Emulsifier, emollient	55.0
A	Cetyl Alcohol	Cetyl alcohol	Emollient	13.0
A	Carthamus Tinctorius (Safflower) Oil	Safflower oil	Emollient	11.4
A	Theobroma Cacao Seed (Cocoa) Butter	Cocoa butter	Emollient	8.0
A	Cocos Nucifera (Coconut) Nut Oil	Coconut oil	Emollient	6.0
B	Panthenol	Panthenol	Humectant	2.0
B	Aqua, Hydrolysed Soy Protein, Hydrolysed Corn Protein, Hydrolysed Wheat Protein	Phytokeratin	Humectant	2.0
B	Dehydroacetic Acid, Benzyl Alcohol	Geogard 221	Preservative	1.0
B	Pogostemon Cablin Leaf (Patchouli) Oil	Patchouli essential oil	Fragrance	0.8
B	Citrus Bergamia (Bergamot) Fruit Oil	Bergamot essential oil	Fragrance	0.4
B	Lavandula Angustifolia (Lavender) Flower Oil	Lavender essential oil	Fragrance	0.2
B	Piper Nigrum (Black Pepper) Seed Oil	Black pepper essential oil	Fragrance	0.1
B	Tocopherol	Vitamin E (95% mixed tocopherols)	Antioxidant	0.1



RECIPE

Trade name	Ingredient weight in grams (for a 100g batch)	Weight in ounces (oz) for a 4oz batch
Varisoft EQ 65	55.0	2.200
Cetyl alcohol	13.0	0.520
Safflower oil	11.4	0.456
Cocoa butter	8.0	0.320
Coconut oil	6.0	0.240
Panthenol	2.0	0.080
Phytokeratin	2.0	0.080
Geogard 221	1.0	0.040
Patchouli essential oil	0.8	0.032
Bergamot essential oil	0.4	0.016
Lavender essential oil	0.2	0.008
Black pepper essential oil	0.1	0.004
Vitamin E (95% mixed tocopherols)	0.1	0.004

INSTRUCTIONS

1. Weigh phase A ingredients and mix in a container.
2. Heat phase A in a water bath, until all of the ingredients are melted.
3. Remove from heat, cool down slightly, until the mixture barely starts to thicken.
4. Quickly add phase B ingredients, mix thoroughly.
5. Transfer the mixture into a silicone mold.
6. Put the mold in the refrigerator for an hour, until it solidifies completely.
7. Remove from the mold and use.

SHAVING FOAM

If you are used to classic shaving foams or mousses, this is a more natural and non-aerosol option.

It consists of gentle, naturally derived surfactants that will create a soft foam to ease the shaving process, along with nourishing and hydrating ingredients like panthenol, phytokeratin and glyceryl oleate that will keep the skin soft and hydrated.

You will need a special foamer bottle to store this in. This will turn the liquid into a foam as it is dispensed.

This formula uses Perlstan SC 25 (INCI: Disodium/Sodium Cocoyl Glutamate) as a primary surfactant. It is a very mild anionic surfactant, ideal for making gentle cleansing products like shampoo or body wash. It is sulfate-free and permitted in COSMOS, Ecocert and NaTrue certifications. As it comes in the form of a 25% active solution in water, it is also very easy to work with. An alternative is sodium cocoyl glutamate, which is more widely available and can be used as a direct replacement in the formula if it has a similar active matter (25%). You can find this surfactant on Amazon, Mystic Moments (UK), Soap Kitchen (UK), SkinChakra (DE), Garden State Naturals (USA), Les Ames Fleurs (CA), New Directions (AU), Personal Formula Resources (Malaysia), Flowertales Cosmetics (IT), The Sourcing (NZ).

If you would like to learn more about surfactants and how to substitute them in a formula you can join our **Formulating with Natural Surfactants** course. **Module 1 The Science of Surfactants** covers this in detail, including what active matter is and how to calculate it.



FORMULA

Phase	INCI name	Trade name	Function	w/w%
A1	Glycerin	Glycerin	Humectant	2.00
A1	Xanthan Gum	Xanthan gum	Thickener	0.30
A	Aqua	Purified water (deionized)	Solvent	49.25
A	Disodium/Sodium Cocoyl Glutamate	Perlastan SC 25	Primary surfactant	20.00
A	Coco Glucoside	Coco glucoside	Secondary surfactant	9.00
A	Cocamidopropyl Betaine	CAPB	Secondary surfactant	9.00
A	Glyceryl Oleate	Glyceryl oleate	Conditioning	1.00
B	Panthenol	Panthenol	Humectant, conditioning	2.00
B	Aqua, Hydrolysed Soy Protein, Hydrolysed Corn Protein, Hydrolysed Wheat Protein	Phytokeratin	Humectant	2.00
C	Caprylyl/Capryl Glucoside	Caprylyl/capryl glucoside	Solubilizer	3.00
C	Gluconolactone (and) Sodium Benzoate	Geogard Ultra	Preservative	1.00
C	Cedrus Atlantica (Cedarwood) Bark Oil	Cedarwood essential oil	Fragrance	0.70
C	Melaleuca Alternifolia (Tea Tree) Leaf Oil	Tea tree essential oil	Fragrance	0.30
C	Rosmarinus Officinalis (Rosemary) Leaf Oil	Rosemary essential oil	Fragrance	0.20
C	Citrus Aurantifolia (Lime) Fruit Oil	Lime essential oil	Fragrance	0.20
C	Tocopherol	Vitamin E (95% mixed tocopherols)	Antioxidant	0.05

RECIPE

Trade name	Ingredient weight in grams (for a 100g batch)	Weight in ounces (oz) for a 4oz batch
Glycerin	2.00	0.080
Xanthan gum	0.30	0.012
Purified water (deionized)	49.25	1.970
Perlastan SC 25	20.00	0.800
Coco glucoside	9.00	0.360
CAPB	9.00	0.360
Glyceryl oleate	1.00	0.040
Panthenol	2.00	0.080
Phytokeratin	2.00	0.080
Caprylyl/capryl glucoside	3.00	0.120
Geogard Ultra	1.00	0.040
Cedarwood essential oil	0.70	0.028
Tea tree essential oil	0.30	0.012
Rosemary essential oil	0.20	0.008
Lime essential oil	0.20	0.008
Vitamin E (95% mixed tocopherols)	0.05	0.002

INSTRUCTIONS

1. Premix A1 ingredients into a slurry.
2. Mix phase A ingredients in a container, add A1 while stirring.
3. Heat phase A to 70°C and hold it there for 20 minutes.
4. Cool down to below 40°C.
5. Add Phase B ingredients, stir well.
6. Premix Phase C ingredients in a separate container. Once homogenous, add to A+B, mix well.
7. Adjust the pH to approximately 4.5.
8. Pour into a foamer bottle.

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