



BE SERENE CLEAN

Goodwill Labs™

Products Created For All Skin Types



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OUR INSPIRATION

SONS | DAUGHTERS | NIECES | NEPHEWS
DAUGHTER-IN-LAWS & GRANDBABIES



WHO
WE
ARE

Be Serene LLC is a WBENC certified small business started by some of the most successful women in manufacturing, distribution, product development and marketing.

Be Serene is operated by a group of diverse mothers who believe that all skin types should be represented, properly cared for and protected. We created a non toxic and natural product line with the highest quality ingredients that is gentle.

We formulated our body and hair products without Sulphates and Parabens and created a special blend of moisturizing ingredients that will not feel greasy on the skin or weigh the hair down. All types of skin and hair benefit from the protection of extra moisture. The planet is also of utmost importance to Be Serene, therefore we use recyclable packaging, biodegradeable packaging and offer a refillable subscription for less waste.



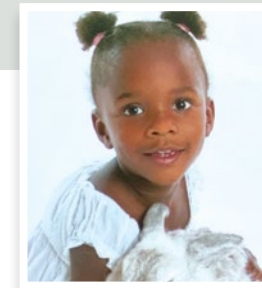
TRACY HOLLAND

**Goodwill Labs Brand CEO
CEO Hatch Beauty Brands**
Award winning 20+ years as CEO
Manufacturing, Distribution,
Product Development



MICHELLE LECLAIR

**Be Serene President
& Founder**
Award winning 20+ years
Marketing, Product Development,
Executive Roles



SAVVY

Chief Inspiration Officer

Innovation and product development has been our specialty for over 20 years. Our chemists, microbiologists, and infection disease prevention hygenists focus on creating products that address the current and future needs of hospitals, governments, retail and businesses.

Be Serene’s FDA and EPA regulated U.S. Manufacturers on the west coast, central US and east coast, allows us to service the entire nation by reducing our shipping times and increase our capacity during these urgent times. Be Serene’s goal is to create long term relationships with our clients while supplying innovative and top quality products that create peace of mind.



WHAT IS CULTURAL COMPETENCE?

The American Hospital Association defines cultural competence in health care as the ability of systems to provide care to patients with diverse values, beliefs and behaviors, including the tailoring of healthcare delivery to meet patients' social, cultural and linguistic needs.

WHY ARE HAIR CARE AND SKINCARE IMPORTANT?

Good hygiene promotes health, comfort, self-esteem and well-being. Basic hair care and skincare are at the heart of good hygiene.

Nurses must be taught how to meet basic hygiene needs in culturally appropriate ways, but there isn't one definitive way to provide care. Not all skin and hair can or should be cared for in the same way. Incorrect care can be damaging, harmful and could cause permanent breakage or hair loss.

For example, while the structure of all human hair is the same, there are differences in the distribution of lipids in the hair shaft that keep hair hydrated. The scalp produces sebum. This oily substance moves from the scalp along the hair shaft, sealing in moisture. The straighter the hair, the easier the flow, leaving straighter hair prone to greasiness and daily shampooing is appropriate. At the same time, curlier hair can be prone to dryness as the hair shaft is less saturated with lipids. The more porous or curly the hair type, the more moisture and conditioning are needed. Because curlier hair needs more moisture, it does not need to be washed as often as straight hair and could need a stronger conditioner – including a leave-in conditioner. The American Academy of Dermatology (AAD)

REFERENCE:

<https://www.herzing.edu/blog/caring-diverse-populations-skin-and-hair>





BE SERENE CLEAN

Goodwill Labs™

Products Created For All Skin Types



EXTRA MOISTURIZING

Adult Personal Care Products



BE SERENE CLEAN
Goodwill Labs™

Extra Moisturizing Body Wash



Sulphate Free



Paraben-Free



Enriched with
Coconut and
Shea Butter



Hypoallergenic
and allergy-free
perfume



Gentle and Free of
potentially harmful
ingredients



All recyclable
packaging



Multiple Sizes Available



Item Code	XXXX
Item Description	BODY WASH
Item Size	MULTIPLE SIZES AVAILABLE
Case Pack	XXXX

*Can be shipped in bags that will fit existing wall mounts.

FRAGRANCE FREE OPTION AVAILABLE

Please inquire for pricing information.

Ingredients

Water, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Glycerin, Propanediol, PEG-4 Rapeseedamide, Glycol Distearate, Cocamidopropyl Hydroxysultaine, PEG-150 Distearate, Panthenol, Aloe Barbadensis Leaf Juice, Tocopheryl Acetate, Polysorbate 20, Fragrance, Citric Acid, Phenoxyethanol, Sodium Chloride, Ethylhexylglycerin.



BE SERENE CLEAN
Goodwill Labs™

Extra Moisturizing Shampoo



Sulphate Free



Paraben-Free



Enriched with
Coconut and
Shea Butter



Hypoallergenic
and allergy-free
perfume



Gentle and Free of
potentially harmful
ingredients



All recyclable
packaging



Multiple Sizes Available



Item Code	XXXX
Item Description	SHAMPOO
Item Size	MULTIPLE SIZES AVAILABLE
Case Pack	XXXX

*Can be shipped in bags that will fit existing wall mounts.

FRAGRANCE FREE OPTION AVAILABLE

Please inquire for pricing information.

Ingredients

Water, Sodium C14-16 Olefin Sulfonate, PEG-4 Rapeseedamide, Cocamidopropyl Betaine, Glycerin, Glycol Distearate, Cocamidopropyl Hydroxysultaine, Dicaprylyl Ether, Decyl Glucoside, Polyquaternium-7, Guar Hydroxypropyltrimonium Chloride, Glyceryl Oleate, Panthenol, Tocopheryl Acetate, Fragrance, Citric Acid, Phenoxyethanol, Sodium Chloride, Ethylhexylglycerin



BE SERENE CLEAN
Goodwill Labs™

Extra Moisturizing Conditioner



Sulphate Free



Paraben-Free



Enriched with
Coconut and
Shea Butter



Hypoallergenic
and allergy-free
perfume



Gentle and Free of
potentially harmful
ingredients



All recyclable
packaging



Multiple Sizes Available



Item Code	XXXX
Item Description	CONDITIONER
Item Size	MULTIPLE SIZES AVAILABLE
Case Pack	XXXX

*Can be shipped in bags that will fit existing wall mounts.

FRAGRANCE FREE OPTION AVAILABLE

Please inquire for pricing information.

Ingredients

Water, Cetyl Alcohol, Behentrimonium Chloride, Glycerin, Stearamidopropyl Dimethylamine, Cetrimonium Chloride, Hydroxyethylcellulose, Dimethicone, Amodimethicone, Polyquaternium-37, Propylene Glycol Dicaprylate/Dicaparate, Butyrospermum Parkii (Shea Butter), Cocos Nucifera (Coconut) Oil, Guar Hydroxypropyltrimonium Chloride, Polyquaternium-55, PPG-1 Trideceth-6, Panthenol, Isopropyl Alcohol, Fragrance, Citric Acid, Ethylhexylglycerin.



BE SERENE CLEAN
Goodwill Labs™

Extra Moisturizing Body Lotion



Sulphate Free



Paraben-Free



Enriched with
Coconut and
Shea Butter



Hypoallergenic
and allergy-free
perfume



Gentle and Free of
potentially harmful
ingredients



All recyclable
packaging



Multiple Sizes Available



Item Code	XXXX
Item Description	BODY LOTION
Item Size	MULTIPLE SIZES AVAILABLE
Case Pack	XXXX

*Can be shipped in bags that will fit existing wall mounts.

FRAGRANCE FREE OPTION AVAILABLE

Please inquire for pricing information.

Ingredients

Water, Glycerin, Glyceryl Stearate, Cetyl Alcohol, Stearic Acid, Butyrospermum Parkii (Shea Butter), Cetearyl Alcohol, Caprylic/Capric Triglyceride, Cocos Nucifera (Coconut) Oil, Isopropyl Palmitate, Dimethicone, Propanediol, Cetareth-20, Panthenol, Aloe Barbadosensis Leaf Juice, Tocopheryl Acetate, Carbomer, Sodium Hydroxide, Fragrance Ethylhexylglycerin.

BE SERENE BABY



Goodwill Labs™

Products Created For All Skin Types



Made Just For Kids + Babies

We are committed to providing the highest quality products that are specially formulated for babies from nature-derived, certified organic ingredients.

Our signature ingredient's Goat's Milk, Calendula, Shea Butter and Jojoba Oil help nourish, strengthen and protect baby skin's natural moisturizing factor (NMF).

Extra
Moisturizing
for ALL kids
& Babies

Absolutely

NO

Mineral Oil
Parabens
Phenoxyethanol
SLS/SLES
Harsh Chemicals



Our Signature Ingredient goat milk

Because babies have delicate, sensitive, and reactive skin, they need protection. Be Serene Baby features **Goat Milk** and other organic ingredients that gently cleanse and care for baby's skin.

Alpha-Hydroxy Acids

A natural exfoliant to remove dead skin cells.

Vitamin A & E

Repairs and renews damaged skin tissue, vital to skin health.

Vitamin D

Essential for skin cell growth & maintaining a healthy skin barrier.

Selenium

An antioxidant that fights free radicals and protects against sun exposure.

Vitamin b6 & b12

Helps with restoring and maintaining moisture.

Triglycerides & Vitamin E

Antioxidant that repairs, protects and enhances elasticity.

**FRAGRANCE FREE & NO
HARSH CHEMICAL SMELLS**



BE SERENE BABY Kit

Goodwill Labs™

Shampoo + Bodywash, Body Lotion,
Bottom Soothing Cream and handy storage bag.



Extra moisturizing
formula for all
skin types.



Made from
natural
ingredients.



Mild and specially
formulated for
babies and kids.



Hypoallergenic
and allergy-free
perfume.



Free from potentially
harmful and irritating
ingredients.



Please inquire for pricing information.

Shampoo + Baby Wash

Gently cleanses baby from head-to-toe



Tear free formula.



Mild and specially formulated for babies and kids.



Free from potentially harmful and irritating ingredients.



Made from natural ingredients.



Hypoallergenic and allergy-free perfume.



All recyclable packaging.



Item Code	NAIF-SHAM01
Item Description	NOURISHING SHAMPOO
Item Size	Multiple Sizes Available 1fl.oz./30ml., 4fl.oz., 8fl.oz., 16fl.oz., 32fl.oz., 1 Gallon
Case Pack	288

*Can be shipped in bags that will fit existing wall mounts.

FRAGRANCE PROFILE

A very light scent of orange, clove & euclyptus

FRAGRANCE FREE OPTION AVAILABLE

Active Ingredients

*Calendula Officinalis Flower Extract, Cocamidopropyl Hydroxysultaine, Sodium Cocoyl Isethionate, Cocamidopropyl Betaine, Glycol Distearate, *Whole Dry Goat Milk, Lauryl Lactate, *Simmondsia Chinensis (Jojoba) Seed Oil, *Olea Europaea (Olive) Fruit Oil, *Helianthus Annuus (Sunflower) Seed Oil, *Cocos Nucifera (Coconut) Oil,*Butyrospermum Parkii (Shea) Butter, *Cocos Nucifera (Coconut) Fruit Powder, Glyceryl Stearate SE, Fragrance (Parfum), Citric Acid, Sorbic Acid, Benzoic Acid, Tocopheryl Acetate, Benzyl Alcohol

*Denotes Organic Material

Please inquire for pricing information.

Body Lotion

Hydrates while replenishing nutrients



Tear free formula.



Made from natural ingredients.



Mild and specially formulated for babies and kids.



Hypoallergenic and allergy-free perfume.



Free from potentially harmful and irritating ingredients.



All recyclable packaging.



Item Code	NAIF-BLTN01
Item Description	SOFTENING BODY LOTION
Item Size	Multiple Sizes Available 1fl.oz./30ml., 4fl.oz., 8fl.oz., 16fl.oz., 32fl.oz., 1 Gallon
Case Pack	288

*Can be shipped in bags that will fit existing wall mounts.

FRAGRANCE PROFILE

A very light scent of orange, clove & eucalyptus

FRAGRANCE FREE OPTION AVAILABLE

Active Ingredients

*Calendula Officinalis Flower Extract, Caprylic/Capric Triglyceride, *Butyrospermum Parkii (Shea) Butter, Glycerin, Cetearyl Alcohol, Glyceryl Stearate SE, Cetearyl Oliviate, Sorbitan Oliviate, *Whole Dry Goat Milk, *Simmondsia Chinensis (Jojoba) Seed Oil, *Tocopherol, *Cocos Nucifera (Coconut) Oil, *Helianthus Annuus (Sunflower) Seed Oil, *Olea Europaea (Olive) Fruit Oil, Aloe Barbadensis Leaf Juice, Caprylyl Glycol, Xanthan Gum, Hydroxyethylcellulose, Caprylhydroxamic Acid, Citric Acid

*Denotes Organic Material

Please inquire for pricing information.

Bottom Soothing Cream

Soothes and creates a barrier to guard against irritation



Tear free formula.



Made from natural ingredients.



Mild and specially formulated for babies and kids.



Hypoallergenic and allergy-free perfume.



Free from potentially harmful and irritating ingredients.



All recyclable packaging.



Item Code	NAIF-MASS01
Item Description	NURTURING CREAM
Item Size	Multiple Sizes Available 1fl.oz./30ml., 4fl.oz., 8fl.oz., 16fl.oz., 32fl.oz., 1 Gallon
Case Pack	288

*Can be shipped in bags that will fit existing wall mounts.

FRAGRANCE PROFILE

A very light scent of orange, clove & eucalyptus

FRAGRANCE FREE OPTION AVAILABLE

Active Ingredients

Aquar/Water/Eau, Macadamia Ternifolia Seed Oil, Persea Gratissima (Avocado) Oil, Glycerin, Methylpropanediol, Gossypium Hirsutum (Cotton) Seed Oil, Cetearyl Alcohol, Cetyl Alcohol, Glyceryl Stearate Citrate, Sucrose Stearate, Parfum (Fragrance), Caprylyl Glycol, Xanathan Gum, Tocopherol, Phenylpropanol, Bisabolol, Glycine Soja (Soybean) Oil, Citric Acid, Farnesol, Sodium Hydroxide

Please inquire for pricing information.

BE SERENE BABY Pumps

Goodwill Labs™

Shampoo + Bodywash and Body Lotion
are available in 16 oz pump bottles.



Offered in a range of sizes from 8oz., 16oz., 32oz. and gallon.
Refill options & dispensers are available.



BE SERENE CLEAN

Goodwill Labs™

Products Created For All Skin Types

Hand Hygiene

INFUSED WITH SYNBIO® TECHNOLOGY





BE SERENE CLEAN
Goodwill Labs™

Gel Hand Sanitizer

INFUSED WITH SYN BIO® TECHNOLOGY



Infused with
Synbio®
Technology



Paraben-Free



Hypoallergenic and
allergy-free perfume



Gentle and Free of
potentially harmful
ingredients



All recyclable
packaging



Multiple Sizes Available



Fast Drying
Non Sticky
Moisturizing

Item Code	XXXX
Item Description	GEL HAND SANITIZER
Item Size	MULTIPLE SIZES AVAILABLE
Case Pack	XXXX

*Can be shipped in bags that will fit existing wall mounts.

FRAGRANCE FREE OPTION AVAILABLE

Please inquire for pricing information.

Ingredients

Water, Aminomethyl Propanol, Carbomer, Proprietary Stabilized Organic Probiotics, Methyl Gluceth-20

FDA registered
FDA # 78700-000



BE SERENE CLEAN
Goodwill Labs™

Hand Wash

POWERED BY SYNBIO® TECHNOLOGY



Enriched with
Aloe Vera



Paraben-Free



Made from
natural
ingredients



Hypoallergenic
and allergy-free
perfume



Gentle and Free of
potentially harmful
ingredients



All recyclable
packaging



Multiple Sizes Available



Item Code	XXXX
Item Description	HAND WASH
Item Size	MULTIPLE SIZES AVAILABLE
Case Pack	XXXX

*Can be shipped in bags that will fit existing wall mounts.

FRAGRANCE FREE OPTION AVAILABLE

Please inquire for pricing information.

Ingredients

Water, Cocamidopropyl Betaine, Glycerin, Aloe Barbadensis Leaf Juice Tocopheryl Acetate, Benzophenone-4, Citric Acid, Phenoxyethanol, Ethylhexylglycerin



BE SERENE CLEAN
Goodwill Labs™

Hand Lotion

POWERED BY SYN BIO® TECHNOLOGY



Enriched with
Aloe Vera



Paraben-Free



Made from
natural
ingredients



Hypoallergenic
and allergy-free
perfume



Gentle and Free of
potentially harmful
ingredients



All recyclable
packaging



Multiple Sizes Available



Item Code	XXXX
Item Description	HAND LOTION
Item Size	MULTIPLE SIZES AVAILABLE
Case Pack	XXXX

*Can be shipped in bags that will fit existing wall mounts.

FRAGRANCE FREE OPTION AVAILABLE

Please inquire for pricing information.

Ingredients

Water, Glycerin, Mineral Oil, Cetyl Alcohol, Cetearyl Alcohol Stearic Acid, Cocos Nucifera (Coconut) Oil, Opuntia Ficus-Indica Stem Extract Hydrolyzed Collagen, Carbomer, Allantoin, Aminomethyl Propanol, Petrolatum, Isopropyl Palmitate, Cetearth-20, Glyceryl Stearate, PEG-100 Stearate, Phenoxyethanol, Butylphenyl Methylpropional, Benzyl Alcohol, Benzyl Salicylate



RESEARCH



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[DOWNLOAD PDF](#)



Chrisal
Probiotic Cleaners

[DOWNLOAD PDF](#)



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(2018) 116(PtA) 10-19
Spok - Probiotic Cleaner
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USA Canada

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DAccolti - Microbiome-
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sequencing Brazilian
hospital

[DOWNLOAD PDF](#)



Value in Health Poster (22)
S646 Rognoni - Probiotic
Cleaner Halve HAI

[DOWNLOAD PDF](#)



INQUIRES & PRICING

626.660.8389

Michelle@BeSereneBeauty.com

