



BE SERENE™

Goodwill Brands™

Products That Create Peace Of Mind



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**Vizient Award
Number #MS7248**



Michelle LeClair, CEO and daughter Savy, Inspirational Officer

Headquarters:

California & Georgia

US MANUFACTURER

BIPOC Hair & Skin Care

Be Serene is a WBENC and NGLCC small business supplying extra moisturizing Hair & Skin Care products formulated for diverse patients while still being loved by ALL.

Be Serene was started by two mothers of diverse families. With over two decades of developing hair & skin care products for some of the most well known brands in retail.

Michelle LeClair & Tracy Holland noticed that healthcare facilities were not providing moisturizing products that properly cared for their family members' curly hair & melanin skin, so they decided to pivot their existing cosmetic businesses into filling this gap.

Be Serene created products that are Sulfate and Paraben free and include 16 moisturizing ingredients, such as, coconut, shea butter and Rapeseed oil, which is light and high in Omegas so it is easily absorbed by the hair strand. There is NO build up or weighing down the hair like other products with heavier waxes and oils. Additional water-soluble ingredients create a nice slip to the hair for less breakage when combing.

Be Serene's lotion was created for sensitive skin with moisturizing ingredients that absorb quickly and won't leave the skin feeling greasy. We offer all important products to help manage hair, such as detangle brushes, wide tooth combs, no pull ponytail holders, unisex satin bonnets and leave in conditioning sprays.

Be Serene's products are formulated with gentle and top quality ingredients that address the need of the diverse patient, but are also loved by the caucasian patient population.

We all want ALL of our family members to feel seen and properly cared for when they need it most.



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Contract Overview & Product Offering

No Bid National Contract



Distributors:

- Medline
- Owens & Minor
- Direct



Tier 1- Distribution – Medline, O&M

Tier 2- Direct – Discount based on 3 year contract





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What We Offer

Value Proposition:

- 🍃 Quality Products that Support Diverse Populations
- 🍃 Financial Benefit - Products developed for diverse patients but work for ALL
- 🍃 Utilizing the Vizient Contract for member rebate
- 🍃 Diversity Spend- WBENC & NGLCC
- 🍃 Products made for ALL- full conversion acceptable
- 🍃 US Made

Item No.	Description	QTY per			
		CUOM	CUOM	Tier 1	Tier 2
1001A	Adult Hydrating Shampoo Wash	CA	48	\$79.68	Locally Negotiated
1002A	Adult Hydrating Conditioner	CA	48	\$81.12	Locally Negotiated
1003A	Adult Hydrating Shea Butter Body Lotion	CA	48	\$81.12	Locally Negotiated
1004A	Baby Sensitive Extra Moisturizing Body Lotion	CA	48	\$84.00	Locally Negotiated
1003A	Baby Sensitive Skin Extra Moisturizing Shampoo & Body Wash	CA	48	\$84.00	Locally Negotiated

Tier 1: Access | Tier 2: Locally Negotiated





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Hair & Body Care

Attributes	Be Serene	J&J	Cantu	Medline
WBENC	✓	X	X	X
Hypoallergenic	✓	✓	✓	✓
NO TOXIC INGREDIENTS				
No Paraben's	✓	✓	✓	✓
No Synthetic Fragrance	✓	X	X	X
No Sodium Hydroxide	✓	X	✓	X
No Sulfates	✓	✓	X	✓
NATURAL MOISTURIZING FACTORS FOR ALL SKIN TYPES				
16 Moisturizing Ingredients	✓	X	X	X
Protects & Repairs Hair	✓	X	X	X
Static Reducer	✓	X	X	X
Penetrates Hair Cortex	✓	X	X	X
NO palm oil	✓	✓	✓	X
Coconut & Shea Butter	+ 14 more moisturizing ingredients	Only Coconut & Cotton?	+ 3 more moisturizing ingredients	+ 6 more moisturizing ingredients



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.

BE SERENE BABY
Goodwill Labs
1-800-925-4963
BeSereneClean.com



Be Serene Hair & Body Product Ingredients

Purified Water

Plant-Based Softeners

Behentrimonium Chloride

(rapeseed oil from the mustard plant)

Glycerin (from the Karanja tree)

Stearamidopropyl Dimethylamine

(derived from brassica oil,
family of mustard and kale)

Butyrospermum Parkii (Shea Butter)

Cocos Nucifera (coconut Oil)

Plant-Based Detangler

Guar Hydroxypropyltrimonium Chloride

Coconut-Based Cleanser

Guar Hydroxypropyltrimonium Chloride

Hair Conditioner

Panthenol

Propylene Glycol Dicaprylate

(derived from coconut oil)

Vitamin E

Tocopherol

Food-grade Preservative



The Cycle of Shiny Yet Dry Skin

Black skin has specific physiological properties that impact its health and appearance. In particular, black skin tends to have higher levels of sebum and lower levels of ceramides. This combination is what creates the conditions for skin that is simultaneously shiny (from the sebum) and dry from moisture loss (caused by lower levels of ceramides). The personal care industry is beginning to catch up to this fact.

<https://www.ncbi.nlm.gov/pmc/articles/PMC4086530/>

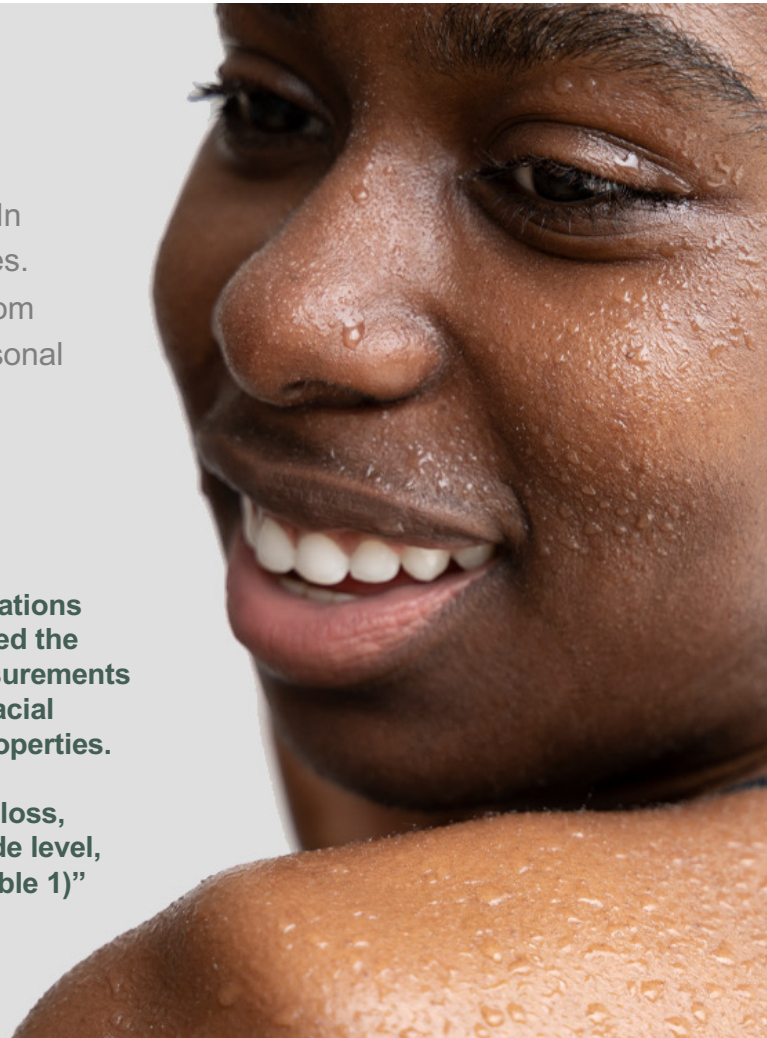
TABLE 1

Differences in racial skin

	Transepidermal Water Loss	Water Content	Ceramide Level	Skin Reactivity
Black Skin	++	+	+	+
Caucasian Skin	+	++	++	++
Asian Skin	+++	+++	+++	+++

“More recent investigations have therefore stressed the use of objective measurements to accurately report racial differences in skin properties. These have included transepidermal water loss, water content, ceramide level, and skin reactivity (table 1)”

<https://www.ncbi.nlm.gov/pmc/articles/PMC4086530/>



Humectants are substances that attract water when applied to the skin.

In this manner, they theoretically improve hydration of the stratum corneum. Typical humectants include glycerin, sorbitol, urea, alpha hydroxyacids, and sugars.

<https://www.ncbi.nlm.gov/pmc/articles/PMC4086530/>

Occlusives physically block transepidermal water loss in the stratum corneum and help to maintain water content.

Lanolin was one of the first substances to be used as an occlusive and has long been employed as a moisturizer on its own. It is composed of a mix of esters, diesters, high molecular weight hydroxyesters, lanolin alcohols, and lanolin acids.

TABLE 2

Types of moisturizers

Class	Mechanism of Action	Examples
Humectants	Attract water to the stratum corneum	Glycerin Sorbitol Urea Alpha Hydroxy Acids Sugars
Occlusives	Barrier preventing loss of water	Lanolin Petrolatum Mineral Oil Zinc Oxide
Emollients	Fills in spaces between corneocytes	Squalene Cholesterol Fatty Acids Hyaluronic Acid
Natural Moisturizing Factor/Essential Proteins	Combination of low molecular weight substances which retain water	Amino Acids Ammonia Uric Acid Hyaluronic Acid
Nonsteroidal Anti-inflammatory	Comparable to low-potency steroid in skin barrier repair	Mimyx Cream Atopiclair EpiCeram





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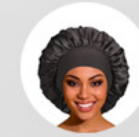
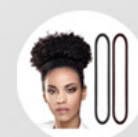
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Helping Vizient Members Succeed

- 🍃 Training Videos on products
- 🍃 One sheet with Be Serene information
- 🍃 Free samples for a test run
- 🍃 Aggregating additional products in the BIPOC space

Our products don't look like the sterile hospital products that everyone knows has not been formulated well.

"The lotion and shampoo were perfect for me. One of my family members even commented that I looked like I was glowing, it really makes a difference. I give Saint Luke's 10 stars." ~ Atasha
Actual patient at St. Luke's Hospital MO



Thank you



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