

your  
*Life*  
choice



formulations

 Vantage®

# formulations

## gen alpha

**bubble pop lip balm**  
VPC.01.24.083

**calming & soothing baby shampoo**  
VPC.09.24.439

**defining leave in conditioner for kids**  
VPC.01.24.144



## gen x

**3-in-1 repairing serum**  
VPC.09.23.384

**tinted zinc shield**  
VPC.09.23.020

**overnight recovery cream**  
VPC.05.24.014

**precious oil cleansing balm**  
VPC.01.24.120



## gen z

**azelaic acid + bha spot treatment**  
VPC.09.24.125

**azelaic acid gelly cleanser**  
VPC.09.24.008

**tinted second skin filter**  
VPC.09.24.435



## boomers

**hand savior ointment**  
VPC.01.24.052

**hydra-trio moisture replenishing cream**  
VPC.05.24.015

**gentle skin daily body wash**  
VPC.09.24.442



## millennials

**flush tint liquid blush**  
VPC.05.24.004

**hydra-repairing serum stick**  
VPC.01.23.375

**nourishing face & beard oil**  
VPC.09.24.020

**protective under eye complex**  
VPC.09.24.007



By implementing tailored strategies & hero ingredients to serve the distinct needs of each generation, we've carefully crafted a collection of formulations that responds well to consumer feedback & market data.

to learn more

