



## Formulation of Face Serum using different Eco-friendly materials such as: Potato, Tomato and Bermuda grass

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**Abstract:** *This study examines the possible advantages of using potato, tomato and bermuda grass in formulating a novel face serum for enhanced skin condition and appearance. This serum formulation process undergoes in the laboratory using an undemanding extraction process and is characterized for its phytochemical composition with minimal cost and cruelty free testing. The production of serum takes place by mixing green tea, jojoba, and vitamin -E oil with plant extracts such as potato, tomato and bermuda grass and taking glycerin as a base. The serum evaluates the antioxidant, hydrating, anti-aging, anti-tanning and moisturizing properties and found to be beneficial in treating redness, inflammation, dry skin and wrinkles.*

**Keywords:** *Face serum, Hydrating, Anti-tan, Anti-aging, Moisturizing, Antioxidant.*

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### **Introduction:**

“Discover the secret to the radiant, youthful skin with our innovative face serum. Our line of natural face serums harnesses the unique benefits of carefully selected ingredients to address specific skin concerns with a commitment to sustainability, cruelty-free testing, our serum offers effective, responsible skin care solutions.” (Surya and Gunasekaran, 2021).

The inspection of human skin represents a very fundamental role in the field of dermatology, in order to assess the effects of extrinsic agents (something originating from outside the body), their interaction, their absorption mechanism, and /or their toxicity towards the different epidermal structures. The importance of beautification has been known since prehistoric times and the desire to look beautiful has been developing in society. The term cosmetic has been originated from Greek root which means “to enhance”. To get the favorable outcome a product has to meet all the qualities which is required for the skin to be able to carry the essential bioactive compounds into the skin. In order to transfer the valuable chemicals and avoid using hazardous chemicals to get the results right away, face serum is the solution (Gite et.al, 2023). Serums are concentrated liquids that target specific skin concerns, delivering active ingredients deep into the skin. Serums are a type of skin care products with a moisturizing composition that have the ability to dive deeper into the skin and release active components. An exquisite face serum has an ability to give a smoother, firmer texture to