

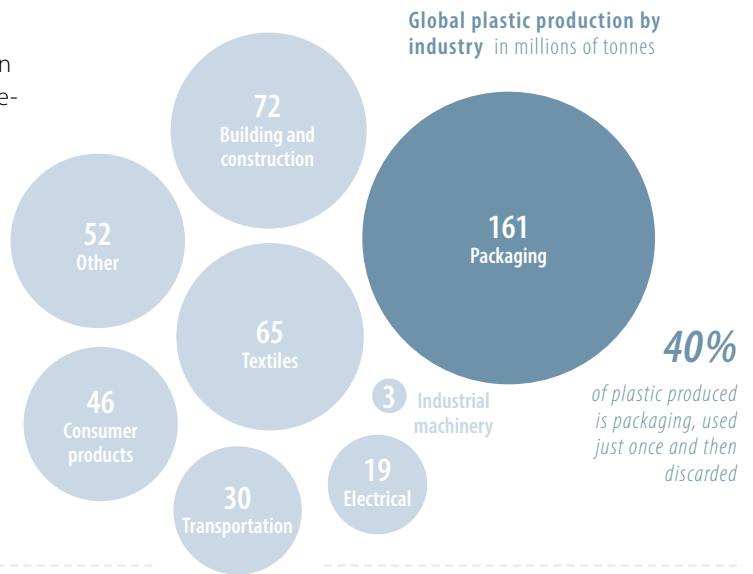
A Multifaceted Challenge

Plastic, as a product and packaging material, has been an important commodity in our economic landscape for decades – but now presents a multitude of challenges for companies, people, and the environment.

Plastic is cheap, light and easy to transport, and suitable for an endless diversity of applications. Therefore, it is no surprise that gigantic amounts of plastic are being produced worldwide.

« And nearly all the plastic ever created still exists in some form today. »

Alison Trowdale, Tom Housden, Becca Meier, BBC, 2017



Plastic and the Environment

Plastic doesn't just disappear, because it doesn't break down. Instead, it gets ground into smaller and smaller pieces by wind and water. Every bit of plastic that has ever been produced and has not been incinerated is still out there somewhere in the world – be it on land, in the oceans, in rivers, or in garbage dumps.

That makes plastic not only a visible problem; tiny pieces of plastic are also being washed with wastewater out into the environment, where they are causing incalculable harm.

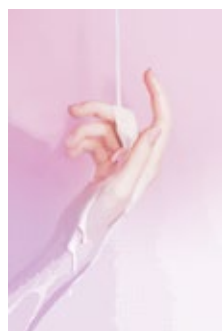
« By 2050, there may be up to three times more plastic than fish swimming in the sea. »

Franziska Grammes, Codecheck Mikroplastikstudie, 2016

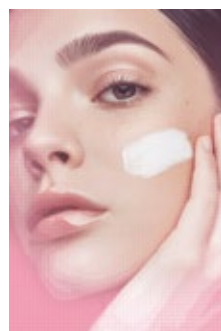
Cosmetics Without Plastics

Solid microplastic particles used as exfoliating beads have had a bad reputation for a long time now. Another hurdle to overcome will be to replace plastic used as thickeners or texturizers in cosmetic products. Our experts have decided to tackle this very challenge and, using a holistic approach, have created solutions that can be seen and, above all, felt!

We have developed several formulations for you made entirely without plastic, to fit into the four areas presented below.



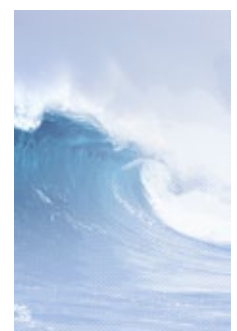
RHEOLOGY



TEXTURE



EXFOLIATION



ZERO WASTE