



# Upcycling

Do the skin and the environment a favour



Sustainability is not a trend – it is here to stay. We are seeing growing ecological awareness everywhere in the world, and the cosmetics industry is no exception: consumers are looking for **natural formulations** and are demanding that producers **treat nature with respect**. Sustainability is not only becoming an increasingly important topic of discussion, but is also developing into a major differentiation point for cosmetic brands.

Young people, especially, are paying increasing attention to the issues of ingredients, environmental protection, and ecology. The cosmetics industry is responding by moving towards refillable and minimalistic packaging. At the same time, however, the amount of waste accumulating from other industries is increasing nonstop. Many producing companies are generating all kinds of by-products, which are in fact **rich in valuable contents**.

This is where **upcycling** comes in: the conversion of seemingly useless by-products into substances that are as good as new ones. Making full use of all components in a process reduces the demand for newly sourced raw materials, and that ultimately protects the resources we have left. This exploitation of supposed waste products plays an important part in achieving sustainability. Unlike normal recycling, where the product loses quality after each recycling process, upcycling is a form of recycling that upgrades the product

Many of these valuable by-products are ideal for producing a wide variety of raw materials and active ingredients, meaning a large number of cosmetics brands are widening their focus to include ways to reduce garbage and waste.

IMPAG presents various concepts in line with this trend, with different approaches for introducing products marketable as sustainable. The trend presentations «Disconnect from Plastics» and «Beauty Unplugged» reveal many possibilities for how upcycled raw materials can be used.

Various product categories are presented, in which **exciting extracts and active ingredients, natural scrub particles, texturizers and colorants, valuable fruit oils, and cosmetic waters** can increase the natural content of your formulation.

Our team in the Business Unit Personal & Home Care will be happy to help you further. You can also find a first overview of the various products here:

## Product overview

<b>Functional raw materials</b>	Natural scrub particles, texturizers and colorants, valuable fruit oils, coffee oil from coffee grounds
<b>Extracts</b>	Lucuma Extract: the protective shield against oxidative stress, hibiscus acid to protect against environmental harm, cherry blossom & olive extract, biological algal water
<b>Active Ingredients</b>	Basis: Argan oil & sea buckthorn, anti-aging by brown algae, the powerful vetiver root, by-products of brown algae, the powerful vetiver root, by-products of wheat harvest, the valuable action of the rambutan fruit

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