



UPCYCLED COSMETIC INGREDIENTS

HIGH PERFORMANCE INGREDIENTS WITH A HIGHER PURPOSE

Certified



Corporation



**OUR VISION
IS THAT ONE
DAY, **EVERY**
BEAUTY
PRODUCT
WILL BE
MADE FROM
UPCYCLED
MATERIALS**

In 2017, we made it our mission to not only help beauty & personal care brands reduce waste, but to reuse it too. We're out to prove that the beauty industry can thrive solely using upcycled materials – from ingredients to packaging.

But we can't do this alone. We **INFORM**, **INSPIRE**, and **ENABLE** everyone in the industry to help make this vision a reality.

WE INFORM

**RAISING AWARENESS
AND GROWING THE
DEMAND FOR
UPCYCLED BEAUTY**

We're on a journey to make upcycling a movement that's here to stay.

That's why we're committed to:

- Raising awareness of the global upcycled beauty movement
- Helping to grow the demand for upcycled beauty products
- Creating a certification standard for upcycling and personal care ingredients



WE INSPIRE

HELPING BRANDS

MAKE MORE

SUSTAINABLE

CHOICES



We're proactively changing the perception of waste and bringing upcycling into the spotlight.

Get all the inspiration you need from:

- Our annual Zero Waste Beauty Report
- Our concept brand **Cherishd**, demonstrating what's possible using upcycled ingredients
- Regular spotlights, highlighting zero waste brands, packaging and ingredients



WE ENABLE

**MAKING UPCYCLED
PERSONAL CARE
INGREDIENTS MORE
ACCESSIBLE**

in-cosmetics®
★ **global**
Rising Star
Award 2023

Here's how YOU can TAKE ACTION:

- Browse our Upcycled Ingredient Directory - an open access database of upcycled ingredients all in one place
- Benefit from our industry-wide collaboration; we work with partners to fill technical ingredient gaps, giving you access to solutions that don't yet exist
- Access our collection of award-winning upcycled and Upcycled Certified™ ingredients with no MOQ

EXPLORE INGREDIENTS





OIL SOLUBLE ACTIVES

100%
UPCYCLED

100%
VEGAN

CRUELTY
FREE

FOR SKINCARE & HAIRCARE APPLICATIONS



Blueberry NECTA™

BLUE LIGHT DEFENCE | HYDRATION

Rich in essential fatty acids and protective phytosterols, together with a standardized level of carotenoids, Blueberry NECTA™ is a naturally potent active oil that packs a punch against blue light. It protects against oxidative stress by neutralising free radicals and external pollutants and is a source of pro-retinol; ideal for anti-aging and anti-pollution skincare applications.

WHY I'M TOO GOOD TO WASTE

- Shields against blue light
- Standardized level of carotenoids
- Potent antioxidant
- Source of pro-retinol (vitamin A)
- High linoleic content (barrier function)
- High oleic content (skin penetration)
- Outperforms conventional blueberry oil

IN VIVO

Increased hydration

IN VITRO

Blue light absorption (tested at 3%)

Antioxidant (ORAC)

Free radical scavenging (DPPH)

INCI NAME

Vaccinium Myrtillus
(Blueberry) Seed Oil

USE LEVEL

Unrestricted



MADE FROM

**UPCYCLED
BLUEBERRY
SEEDS**

1KG BLUEBERRY NECTA™
CONTAINS THE OIL OF

800,000

UPCYCLED BLUEBERRIES;
A BY-PRODUCT OF
THE JUICING INDUSTRY

IDEAL FOR ALL

SKINCARE

APPLICATIONS



COSMOS
APPROVED

Hemp NECTA™

NOURISHES | SOOTHES

Hemp NECTA™ is a responsibly sourced, linoleic-rich active oil with a standardized level of natural CBD. Ideal for sensitive and reactive skin, it has been proven to rapidly reduce erythema in as little as 30 minutes and continues to soothe skin and reduce redness over time.

WHY I'M TOO GOOD TO WASTE

- Soothes the skin
- Standardized level of CBD
- Potent antioxidant (outperforms standard hemp oil)
- Rich source of linoleic acid

IN VIVO

Reduction in erythema

INCI NAME

Cannabis Sativa (Hemp)
Seed Oil

IN VITRO

Antioxidant (ORAC)

USE LEVEL

Unrestricted



MADE FROM
**UPCYCLED
HEMP SEEDS**

1KG HEMP NECTA™
CONTAINS THE OIL OF
300,000

UPCYCLED HEMP SEEDS;
A BY-PRODUCT OF
THE FOOD INDUSTRY

IDEAL FOR ALL
**SKINCARE &
HAIRCARE**

APPLICATIONS

Raspberry NECTA™

NOURISHES | HYDRATES | PROTECTS

Made from upcycled raspberries, this sustainable active oil contains a standardized level of natural vitamin E and essential fatty acids for protection against free radical damage. It has been developed to hydrate and protect, whilst leaving skin feeling silky smooth.

WHY I'M TOO GOOD TO WASTE

- Increases skin hydration
- Standardized level of natural vitamin E
- Potent antioxidant - significantly better than standard raspberry seed oil
- Rich in omega 3, 6 & 9 fatty acids

IN VIVO

Increased hydration

IN VITRO

Standardised level of vitamin E

Antioxidant (ORAC)

Free radical scavenging (DPPH)

INCI NAME

Rubus Idaeus
(Raspberry) Seed Oil

USE LEVEL

Unrestricted



MADE FROM

**UPCYCLED
RASPBERRY
SEEDS**

1KG RASPBERRY NECTA™
CONTAINS THE OIL OF

100,000

UPCYCLED RASPBERRIES;
A BY-PRODUCT OF
THE JUICING INDUSTRY

IDEAL FOR ALL

SKINCARE

APPLICATIONS



COSMOS
APPROVED



WATER SOLUBLE ACTIVES

100%
UPCYCLED

100%
VEGAN

CRUELTY
FREE

FOR SKINCARE & HAIRCARE APPLICATIONS



Barley TONIQ™

ULTRA-SOOTHING | REBALANCING

Barley TONIQ™ is a potent active that works to rebalance irritated skin. It soothes redness by up to 23% (in just 2 hours), with impressive results at low use levels. The result? Visibly calmer, happier and healthier skin.

WHY I'M TOO GOOD TO WASTE

- Soothes redness by up to 23% (in just 2 hours)
- Rebalances irritated skin after just one application
- Superior soothing action at low use levels
- Contains 8 of the 9 essential amino acids known to help reduce the appearance of irritated skin
- Boosts skin barrier function
- A source of proteins, peptides, polypeptides and carbohydrates

IN VIVO

Reduction in erythema

INCI NAME

Hordeum Vulgare Seed
Extract, Propanediol

USE LEVEL

1 - 3%



MADE FROM
**UPCYCLED
BARLEY**

A BY-PRODUCT OF
BEER PRODUCTION

USING
**LOCALLY
SOURCED**

SPENT GRAIN FROM
BRITISH & CANADIAN
BREWERIES

IDEAL FOR LEAVE-ON
SKINCARE
APPLICATIONS

Faba TONIQ™

STYLING | CURL HOLD | CONDITIONING

Faba TONIQ™ is an all-natural hair styling active developed to retain curl hold, even in humidity for as long as 48 hours. Made from a by-product of hummus production, this upcycled potent extract styles and conditions the hair, delivering better hair manageability, easier detangling, and sleeker, longer-lasting styling.

WHY I'M TOO GOOD TO WASTE

- Retains natural and heat-styled curls for 48 hours
- All-natural conditioning properties for a soft-feel hold
- Better manageability and easier detangling
- Contains film forming natural polymers that coat the hair to achieve significant curl retention after drying
- Source of proteins, peptides, polypeptides, and carbohydrates

IN VIVO

Long-lasting curl retention
leave-in

INCI NAME

Cicer Arietinum Seed Extract,
Benzyl Alcohol

EX VIVO

Long-lasting curl retention
leave-in and rinse-off

USE LEVEL

3 - 10%



MADE FROM A
**BY-PRODUCT
OF HUMMUS**
PRODUCTION

1KG FABA TONIQ™
CONTAINS THE WATER
NEEDED TO PROCESS

4,000

CHICKPEAS, DIVERTING
IT FROM WASTE

IDEAL FOR HAIR
STYLING
OF MULTIPLE HAIR
TEXTURES & CURL TYPES

Gin TONIQTTM

LONG-LASTING MOISTURISATION

Gin TONIQTTM is an upcycled botanical active made from gin distillery leftovers. Combining upcycled grain ferment and vegetable glycerine, Gin TONIQTTM quenches thirsty skin by offering long-lasting hydration & delivers three times more moisture than glycerine alone.

WHY I'M TOO GOOD TO WASTE

- Offers 3 x more moisture than glycerine
- Delivers up to 8 hours of hydration
- Source of carbohydrates & polyphenols
- Made in partnership with a zero waste brewery

IN VIVO

Long-lasting hydration

INCI NAME

Saccharomyces Barley Seed
Ferment Filtrate, Glycerine

IN VITRO

IL-8 anti-inflammatory study

USE LEVEL

1 - 5%



MADE FROM A
**UPCYCLED
GRAIN
FERMENT**

A BY-PRODUCT
OF GIN PRODUCTION

WE CAN UPCYCLE
4 LITRES

OF GIN DISTILLERY
LEFTOVERS FROM EVERY
BOTTLE OF GIN

IDEAL FOR LEAVE-ON
SKINCARE
APPLICATIONS



NEW LAUNCH

Pumpkin TONIQ™

HAIR SHINE | FRIZZ REDUCTION

Made from upcycled pumpkin seeds, Pumpkin TONIQ™ is a zero waste haircare active that significantly enhances shine. It also delivers conditioning, smoothing, and frizz-taming benefits for sleek, healthy-looking hair.

WHY I'M TOO GOOD TO WASTE

- Boosts hair shine by up to 20%
- Reduces frizz and smooths hair cuticles
- Improves wet combing and hair manageability
- Supports healthy hair and scalp
- Rich in amino acids and minerals such as arginine and magnesium
- Made from upcycled pumpkin seeds, rescued from an invisible side of food production

IN VIVO

Half-head salon study, rinse-off

EX VIVO

Shine study, leave-on

Frizz reduction study, rinse-off

Deposition study, leave-on

INCI NAME

Hydrolyzed Pumpkin
Seedcake, Sodium Benzoate

USE LEVEL

3 - 5%



MADE FROM

UPCYCLED PUMPKIN SEEDS

A BY-PRODUCT OF THE
FOOD/AGRI INDUSTRY

1KG PUMPKIN TONIQ™
CONTAINS

~1,600

PUMPKIN SEEDS
SAVED FROM LANDFILL

IDEAL FOR

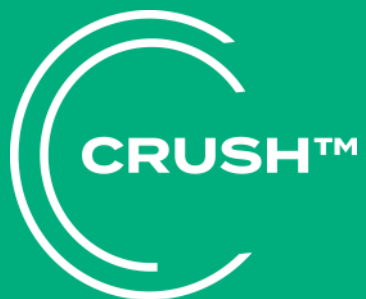
LEAVE-ON & RINSE-OFF

HAIRCARE APPLICATIONS



COSMOS
APPROVED





ACTIVE POWDERS & SCRUBS

100%
UPCYCLED

100%
VEGAN

CRUELTY
FREE

FOR SKIN, HAIR & MAKEUP APPLICATIONS



Charcoal CRUSH™

Charcoal CRUSH™ is a unique range of skin-smoothing exfoliants made from UK-sourced charcoal, derived from upcycled oak fencing offcuts.

INCI NAME

Charcoal Powder



ACTIVE GRADE ACTIVE GRADE ACTIVE GRADE

Charcoal CRUSH™

Charcoal CRUSH™ ACTIVE is a cleansing, detoxifying, oil-absorbent active powder. It is ideal for any skin, hair or makeup application including eyeshadow and mascara.

INCI NAME

Charcoal Powder



PARTICLE SIZE

APPLICATION

MICRO

100- 300 (µm)

Skincare (polish)

SMALL

300 - 600 (µm)

Scrub (face)

PARTICLE SIZE

APPLICATION

ACTIVE

<100 (µm)

Skin, hair & makeup

Olive CRUSH™

Olive CRUSH™ is a gentle, natural exfoliator, ideal for facial polishes. It's made from upcycled olive pits; a by-product of the olive oil industry.

INCI NAME

Olea Europaea (Olive)
Seed Powder



1KG OLIVE CRUSH™
IS MADE FROM THE SEEDS OF

1,500

UPCYCLED OLIVE PITS

ACTIVE GRADE ACTIVE GRADE ACTIVE GRADE

Olive CRUSH™

Olive CRUSH™ ACTIVE is a cleansing, oil-absorbent active powder. It's ideal for skincare, hair care and skin-enhancing makeup products such as BB/CC creams. It also doubles up as an excellent base for makeup powders.

INCI NAME

Olea Europaea (Olive)
Seed Powder



1KG OLIVE CRUSH™
IS MADE FROM THE SEEDS OF

1,500

UPCYCLED OLIVE PITS

PARTICLE SIZE

APPLICATION

MICRO

100 - 300 (µm)

Skincare (polish)

PARTICLE SIZE

APPLICATION

ACTIVE

<50 (µm)

Skin, hair & makeup

White Rice CRUSH™

White Rice CRUSH™ represents a collection of natural exfoliating powders & scrubs made from misshapen white rice. Can be used within a variety of skin and hair care applications.

INCI NAME

Oryza Sativa (Rice) Germ Powder



ACTIVE GRADE ACTIVE GRADE ACTIVE GRADE

White Rice CRUSH™

White Rice CRUSH™ ACTIVE is a finely-milled upcycled rice starch powder that works to cleanse and absorb the skin's natural oils, resulting in clean, mattified skin. Ideal for skincare, suncare, dry shampoos & base makeup. A great natural alternative to talc.

INCI NAME

Oryza Sativa (Rice) Starch



PARTICLE SIZE APPLICATION

MICRO	100- 300 (µm)	Skincare (polish)
SMALL	300 - 400 (µm)	Scrub (face)
LARGE	300 - 750 (µm)	Scrub (body)

PARTICLE SIZE APPLICATION

ACTIVE	<8 (µm)	Skin, hair & makeup
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JOIN THE UPCYCLED BEAUTY COMMUNITY TODAY

Scan the QR code using your smartphone camera to
join our upcycled beauty community on LinkedIn.
Find out more: [upcycledbeauty.com](https://www.upcycledbeauty.com)

