

Sustainable Cosmetics & Detergents: Characteristics and Actual Presence in Europe

March 25, 2015

Most producers of sustainable cosmetics
also offer sustainable detergents
and the other way round.
Most of them have been founded
out of personal interest.

Similar *Ingredient* Characteristics

- Sustainable sourcing:
 - Microbial, plant, (living) animal sources
- Sustainable extraction:
 - Low energy, low waste processes; principles of 'Green Chemistry', prof. Athanas c.s.
- Sustainable transformation:
 - Low energy, low waste processes & equipment

Similar *Product* Characteristics

- Respectful to human health at use and after
 - Precautionary principle, NOAEL
- Low environmental impact after use
 - Low aquatic toxicity, readily biodegradable in all circumstances, no stable leftovers (for washing cosmetics; higher tolerance with detergents)

Specific for Cosmetics

- Compatibility with human metabolism, the so-called 'bio-compatibility' (bio = life processes)
- *For detergents: only when skin contact at application*

Specific for Detergents

- Proven fitness for use: documented performance per category

Since When?

- First emergence: end of the 19th century in Germany – *The Eden Colony, 1893*



- Some of the very first producers:

- WELEDA (CH), founded 1921
- WALA – Dr. HAUSCHKA (D), founded 1927
- Most of the others: from 1950 onwards



Dr. Hauschka



Why?

- First concern: human health
- Second concern (from 1950 onwards): the global environment
 - First boost 1962: 'Silent Spring', Rachel Carson
 - Second boost 1968: Club of Rome
 - Third boost 1987: Brundtland Report

How?

- Important research and development activities
- Almost all companies and/or products are certified

Where?

- Germany is probably lead country (number of companies, turnover, product diversity)



March 25, 2015

Green Chemistry
Conference and Exhibition

meta.consort

Conclusions

- Sustainable cosmetics & detergents are a far bigger market segment than we think
- They realise a double digit growth
- They include 'by nature' a strong ethical stance
- They are a partner of choice for the bio-based industry