

EFFECTIVE UPCYCLING MEETS EFFECTIVENESS EFFECTIVENESS



photo: CLR

Upcycling works best with waste products that inherit very effective qualities. One of those waste products is the Annona Cherimola, more precisely the fruit extract made from it. CLR uses said extract for their skin products and shows how well upcycling works – not just for the beauty sector but for the earth as well.

Our world has become extremely complex – whether we are consumers who have to make the right choice among an almost unmanageable variety of products or whether we are on the side of those who develop, manufacture and want to position products. More than ever, what moves us, what drives us and what values we share is crucial on both sides.

People are looking for a community that shares their values, including online communities. According to Mintel¹, 38% of Irish consumers have joined a brand community for the sole purpose of purchasing a product and then formed an emotional connection to it. These types of online communities offer a great opportunity for brands. In the long term, however, we can only maintain this emotional connection if we are honest and act according to our words.

FOCUS ON INGREDIENTS

Well-educated as they are, especially young consumers are increasingly interested in the ingredients a product contains. They clearly know better what ingredients they don't want to be in their skincare product than which ones they want to be in it. They use apps to check all ingredients and make sure they only buy products that are free from all potentially harmful ingredients. They want their products to be safe to use, especially if their skin might be sensitive. But living in a world in which climate change is becoming an increasingly real experience means that they are no longer only interested in the impact a product has on them, but also in the impact it has on the environment. Their holistic approach becomes a triad of body, mind and nature.

CORPORATE ETHICS AND CONSUMER TRUST

A strict corporate ethic and transparency about product sourcing, supply chain and social responsibility are becoming increasingly imperative for brands. Consumers want to make a purchase decision that makes them feel better – but that is also good for the environment. Brands are faced with big challenges. They need a reliable partner who can provide them with ingredients that are natural, safe, well-documented and scientifically proven to work.

Suppliers of active ingredients, like CLR, have to focus on making efficacious and safe products from natural sources. Biotechnology as a powerful and sustainable technology continues to be at the forefront of new developments, but the sustainable use of natural resources in making the active ingredients is just as important. A representative example of an active ingredient fitting CLR's philosophy, as well as consumer needs, is the product AnnonaSense CLR (INCI: Annona Cherimola Fruit Extract).

CHERIMOYA: SUSTAINABLY SOURCED AND UPCYCLED

The most important ingredient is the extract of Annona cherimola. Originating from the Andean region of Latin America, small-scale local cultivation of the Annona cherimola trees in the south of Spain, in the region of Granada, takes place sustainably. Families with small patches of land harvest the fruits which are then sold in Spanish shops, markets and restaurants. However, the Annona cherimola fruit is extremely sensitive. Bruised and unsightly fruits cannot be sold and are discarded. CLR obtains these rejected fruits which are normally a waste product. It valorises and upcycles the fruits to produce the extract. This process is fully transparent.

They work closely together with a supplier in Grenada, a local family business. The supplier has its own plantations, but also buys fruit that neighboring families harvest in their free time on their own property. The cherimoyas have a long tradition and play an important role in their local culture – from processing in desserts to ice cream and alcoholic beverages.

EFFICACY AND CONSUMER RELEVANCE

A sustainability story is important for a successful product today. Nevertheless, a product must be one thing above all – relevant for the consumer and effective. The producing companies need to have the consumer in mind right from the start of the development of active ingredients. They analyse the consumers' skin problems and develop solutions. The aim should not be to serve short-lived trends but to improve people's wellbeing and quality of life. With



The *Annona cherimola* originated from the Andean region in Latin America, is relevant for the cosmetic industry due to its skin soothing properties.

all expertise, ingredients should be created that are highly effective, sustainable, safe and relevant to the consumer. CLR focuses on that philosophy in their processes. The condition of our skin is closely related to our wellbeing. When our skin is in balance, it looks healthy and feels good. We feel “comfortable in our skin” in the truest sense of the word. On the other hand, skin irritations such as redness, itching, feelings of tension, rough skin or pimples reduce our wellbeing enormously. In simple terms, it can be said that healthy skin is the basis for our wellbeing.

HOW TO KEEP SKIN HEALTHY IN STRESSFUL TIMES

In uncertain times, many people feel overwhelmed. The level of psychological stress is extremely high and affects us mentally as well as physically. In addition to insomnia, loss of appetite, tension, headache and stomach pain that are common symptoms, our skin suffers, too. Irritation, redness and tension can be caused by stress and also have a negative impact on mental wellbeing – a vicious circle. The suffering of those affected is often very high, as are their expectations regarding solutions. The approach here is clearly solution-oriented, and a product is only rated well if it works.

To find an effective solution, the vicious circle of stress and irritation must first be broken. With its effect on the endovanilloid/endocannabinoid system, products with Cher-

imola fruit extract are said to not only reduce acute skin irritations, but also to establish a sustainable homeostasis in the skin, which makes the skin more resistant to stress. According to CLR the product activates the CB2 receptor. In this way it reduces inflammatory processes, making skin less sensitive and more balanced. In vivo studies have convincingly proven the effectiveness. Skin sensitivity was reduced by 61%, skin redness by 36% and itching by 53%. Consumers were also convinced: 55% of the volunteers stated that the test product containing the fruit extract has improved their quality of life.

THE CLR APPROACH

Sustainability and social responsibility play an increasingly important role in our society. The current situation exacerbates matters even further and increases the pressure to save energy and develop new technologies. The path to a more sustainable company is an ongoing process. Companies are constantly looking for ways to improve. CLR as one of those companies, is proud of what they have already achieved, but it is an ongoing journey and they will continue on their path to a more sustainable company.

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Their holistic approach becomes a triad of body, mind and nature.

Apart from their efforts to be more sustainable in all areas, they launch products that are meant to solve a problem. The product, its relevance and consumer benefits are always at the center of their work. Their focus ranges from prevention to the treatment of already existing, acute problems, always with a focus on the health of the skin. With this approach, CLR helps people all over the world to feel comfortable in their skin and give them the basis for finding themselves beautiful – however they define beauty for themselves.

References:

- 1 Kantar Profiles/Mintel, September 2022, March 2022.



Nathalia Gruber

Director of Marketing & Corporate Communications, Chemisches Laboratorium Dr. Kurt Richter (CLR) GmbH, Berlin, Germany, www.clr-berlin.com

photo: CLR

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EARTH SAVING

Trends in ingredients and packaging

