

# IN THE LOOP: how circular are *your* cosmetics?

Upcycled ingredients feel like a beauty no-brainer... but what are they really bringing to your bathroom? Anna Blewett investigates

**N**ext time you grab a juice, sip a coffee or pour a glass of wine, spare a thought for the mountains of waste produced in their pressing. Fruit pomace, the spent pulp left over from squeezing fruits and veg for juices and oil, weighs in at thousands of tonnes every year in the UK. Not all is wasted – some goes for animal feed, a little is fermented for biofuel, a soupçon is dehydrated to create vegan leathers. But what of those magic active compounds locked in those pips and seeds? Well, the cosmetics world has a plan...

We all know that food waste is one of the horrors of the modern age, with one third of our planet's food ending up in the bin. Food processors play a significant part, throwing away 3.6 million tonnes of waste each year. But here's some good news: passionate innovators are putting ingredients salvaged from the byproducts bin at the heart of some rather fabulous beauty products.

Leading the charge is UpCircle, a brand founded in 2016 just as the use of plastic microbeads in exfoliants was finally outlawed. Realising the perfect potential of coffee grounds as replacement, and discovering that coffee's antioxidant levels actually increase with brewing, co-founders Anna and Will Brightman began collecting grounds from London cafés. "It's crazy to think that in just six short years we've created a range that repurposes 15 by-product ingredients from varied industries," says Anna, proud of a range built on waste

