

Salvaging discarded ingredients that carry a high value is a real win-win, but it's not the money saver you might expect. "To get an upcycled ingredient in your product isn't easy and isn't cheap," says Jayne Clark-Denyer, whose natural toothpaste is subject to much more stringent safety regulations than a skincare product. "You can't just take that ingredient and whack it in there; it's got to be processed, made safe, worked in with other ingredients."

Natural and organic ingredients can cost 20 times more than their synthetic counterparts, and upcycled extracts can be just as pricey. Even so, Jayne was thrilled when she realised the active ingredient in her toothpaste could be sourced from the waste pulp of juiced cranberries. "There's so much wastage from ingredient processing in general, whether an essential oil or minerals, or powders, or extracts. Now the beauty industry is realising we can use that waste. It's really great!"

Upcycled ingredients aren't just ethically desirable; they're increasingly hot marketing property, too. A recent YouGov survey found 57 percent of UK adults happily pay more for environmentally-friendly products, and the industry has seen a blossoming of products carrying sustainability claims. However, this gold rush is undoubtedly fuelling some pretty blatant greenwashing, with research published at the start of 2021 suggesting 40 percent of green claims globally could be misleading, and that cosmetics firms are among the most likely culprits. The good news is, in September last year the UK's Competitions and Markets Authority brought in the 'Green Claims Code', requiring businesses to be truthful and clear in their green claims, and substantiate ecological credentials with up-to-date evidence.

Is it possible that that the concept of 'upcycled', sometimes used with no accompanying detail, can be a fig leaf to mask poor practice? "Absolutely; it's so easy to see

*"You don't  
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performance  
to be  
sustainable"*

