

## Body + Food + Ageing + Beauty + Special + Healing + Living

a buzzword come into play and try to jump on that,” says Anna. “We see it happening all the time. We keep track of each repurposed ingredient that we salvage and maintain running totals of the weight of each ingredient that we’ve saved from being discarded. For example, since launching we’ve saved over 350 tonnes of used coffee, and it’s estimated this’ll rise to 1,000 tonnes in the next five years.” While small makers won’t be able to make such claims, it’s worth checking that your favourite brands are happy to expand on their eco credentials. “If you’re proud of the detail, you’ll mention the detail!” says Anna.

“Transparency is absolutely key,” agrees Harry, “and certification schemes will help to verify upcycling claims.” A new mark from The Upcycled Food Association hopes to change the way we all shop for products in the future, and make informed choices when spending our cash. Who knows, one of these days we could all be reaching for 100 percent by-product products. Bring it on!

### RESCUE ME: 3 OF BEAUTY’S COOLEST BYPRODUCTS



**1 Organically Epic**  
Antioxidant Brightening  
Toothpaste, £14.95,  
[organicallyepic.uk](http://organicallyepic.uk)



**2 Shampoo Reinvented:**  
The Rebalancing One,  
£12.50, [kind2.me](http://kind2.me)



**3 Face Moisturiser**  
with Vitamin E, £18.99,  
[upcirclebeauty.com](http://upcirclebeauty.com)



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