

Smart Science

Advanced personal care science

We are responding to the exacting demands of consumers with our range of speciality sustainable skin care, hair care and solar protection ingredients and working with respected independent scientists

For our customers and our Personal Care team, ingredient integrity and sustainable, cutting-edge science are a priority. We develop and evolve technologies using the 12 Principles of Green Chemistry* to offer sustainable benefits in use and respond to worldwide consumer demand for safe, effective and clean, bio-based products.

Our scientists are a leading force in the development of safe and sustainable inorganic solar protection ingredients. Unlike organics, our mineral ingredients have been classified as GRASE (generally recognised as safe and effective) in a recent proposed rule by the Food and Drug Administration. Perfectly aligned with the 'clean beauty' movement, our range also provides options for reef-safe sun care products. Optimising skin protection is the focus of our work with an independent scientist researching the effects of infra-red light (IR) on skin. This new research is helping us to realise the importance of solar protection beyond UV and to expand our offer to sunscreens with IR as well as pollution protection.

With sustainable production in mind, our hi-tech method of growing plant cells in labs allows us to optimise the production of naturally occurring molecules of interest while we reduce water and land use and help to protect botanical biodiversity. Our waterless formulation prototypes and our bio-degradable and sustainable sugar-based surfactants are industry leaders, helping us to keep improving lives.

* Green Chemistry: Principles and Practices, Dr Paul Anastas

Sea algae: we use this sustainably harvested algae in our ingredients to naturally improve skin hydration

to Improve Lives

Sustainably improving wellbeing

We provide speciality ingredients that care for all types of skin and hair, improving wellbeing while being kinder to our world

There are clear wellbeing and sustainability impacts from our speciality Personal Care ingredients. They provide a positive impact on personal wellbeing while their manufacture involves innovative sustainable production processes with benefits including reduced water consumption.

Our Green Caviar ingredient is a great example of the way our practices align with the SDGs. In the Philippines we support local people through a win-win collaboration to ethically and sustainably source a sea algae which produces a naturally hydrating skin care ingredient.

Many millions of people with every skin type are already protected by our inorganic sun protection ingredients. We continue to investigate ways we can do more to sustainably improve the lives of all living creatures, for example, our vegan-suitable ingredients help customers to meet the demand for non-animal derived and cruelty-free products.

Personal wellbeing is undeniably an important outcome from the use of our ingredients. With this in mind, we are developing a deeper understanding of Emotional Cosmetics to discover the sensory impact of a formulation on wellbeing and any positive psychological effects. This data-driven research will help us to extend the reach of our smart science and prove its impact on the lives of people everywhere, every day.

