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

Smart Science

Advanced personal care science

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 Anstas

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