PROJECT MOTIVATION

The global market for natural and organic cosmetics has never been more promising than today. Europe, being the main cosmetic market worldwide, is a prime target market for companies wishing to explore organic beauty.

A critical success factor for natural cosmetics is product positioning, especially as these products come into direct competition with conventional brands in supermarkets, department stores and pharmacies. Market winners will be those companies that can successfully differentiate their products from competing ones.

The need for complete product differentiation for organic cosmetic lines requires a bio package that offers the same environmental credentials as the product that it contains.

CONSORTIUM

The BioBeauty consortium consists of 8 partners from 5 different countries: Spain, Scotland, Slovenia, Netherlands and France. The partners are ITENE, Heriot Watt University, Alissi Brontë, Alan Coar, Vitiva, Martin Snijder Holding BV, ETS Bugnon and Miniland.

VISIT OUR WEBSITE

http://biobeautyproject.eu/

MORE INFORMATION

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BIO BEAUTY

THE BIOPACKAGING SOLUTION FOR ORGANIC SKIN CREAM

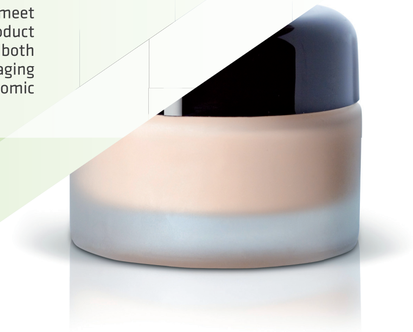
This project has received funding from the European Union's Seventh Framework Programme

SUSTAINABLE PACKAGING TO PROTECT THE ENVIRONMENT

Environmental concerns such as plastic waste disposal and depletion of non-renewable resources together with the current trend towards greener formulations and sustainable credentials are a challenging opportunity for the development of alternatives to petroleum-based materials. Moreover, the limitations that bioplastics present in their performance provide a well-defined need for a technological solution..

BIOPACKAGING SOLUTION FOR ORGANIC COSMETIC PRODUCTS

Nowadays, there isn't any commercial solution that meet both biodegradable and antioxidant cosmetic product requirements. This brings a big opportunity for SMEs both cosmetics manufacturers and polymer and packaging manufacturers to receive a commercial and economic return on their investment.



OBJECTIVES

The main aim is to develop biopackaging for organic and eco product lines that offers the same environmental credentials as the product that it contains through a combination of nanotechnology and active packaging, which is also able to delay the degradation of the product.

THE CONCEPT

Biobeauty project faces the need for complete product differentiation for organic cosmetic lines. Its challenge is to develop a commercial solution that meet both biodegradable and antioxidant cosmetic product requirements.

The new packaging will be based on an environmentally friendly biomaterial such as a Poly (lactic acid) (PLA) bionanocomposite and a natural active agent with antioxidant properties.

The incorporation of nanoclays to the biocomposite is to improve the barrier properties of the PLA, while the incorporation of natural antioxidants in the packaging is to delay the degradation of cosmetic creams.

EXPECTED RESULTS

Biobeauty project aims to obtain a new biopackaging for organic and eco product lines with these main expected results for industry and consumers, as a summary:

- **Conservation of the organic skin cream for at least 1 year.**
- **No excess in the final price.**
- **Increase market share of the companies.**
- **Use an optimize performance of the new packages in the filling and closing machines at the industrial cosmetic manufacturer.**