



### Upcycled products

What is "upcycling"? Upcycling is the process of transforming by-products, waste materials or discarded objects into new materials or products. Food and beverage waste represent the main source of materials that can be upcycled into beauty products, particularly into natural and organic cosmetics since they have rich properties for the skin.

The concept of upcycled ingredients in cosmetics, which typically refers to vegan, cruelty free, non-toxic and palm-oil free products, goes hand in hand with thoughtful, environmentally friendly packaging, ethical sourcing, resource and waste management and charitable giving.

### Content

- Re-Connecting Nature™
- Olive Active
- Apple Seed Oil

## Re-Connecting Nature™ Unique microbial extract harvested from Finnish nature

Biodiversity rich mixture made from plant material mixed with composted organic and mineral soils. Re-Connecting Nature™ is a fine powder that can be easily integrated into consumer products. It is a natural extract of diverse microbes from forests and agricultural environments and helps ensure the correct development of the immune system.

### From soil and plant-based material into standardized microbial community

The core idea is to mimic the rich biodiversity found in forests and bring that to customers in a safe and easy-to-use form. This microbe extract have a biodiversically rich microbial composition. It is measured by the Shannon's diversity index and

amount of species. In order to ensure batch to batch standardization and efficacy Uute Scientific Oy use Next Generation Sequencing (NGS).

### • INCI: Humus Extract

Reconnecting Nature™ contains approximately 10% plant material, 15% of different mineral soils and 75% of organic composts. The safety and traceability of each raw material is ensured before use. Reconnecting Nature™ biodiversity extract is homogenized powder of biodiversity rich extract that mimics the rich biodiversity found from the pure Nordic forests and nature.

<https://www.uutescientific.com/reconnecting-nature>

## Olive Active Revolutionary new active principles from the Spanish Olive Tree

OA Hidroxitirosol and OA Maslinico are both extracted from sub products of the olive oil industry.

Spain is by far the biggest producer of olive oil more than one million tones, double than Italy and triple than Greece. This industry generates residues with high toxicity.

Alpechin is a blackish, fetid liquid obtained by pressing or centrifuging the olive paste previously milled in the oil mills. This and the waste waters, generate an important amount of polluting substances difficult to be removed.

The solution:

Studying and treating these residues it has been possible to extract very interesting molecules such as hydroxytyrosol other polyphenols, oleanolic, maslinico, and at the same time improve the sustainability of the industry.

Olive Active has chosen the best ecological culture available, taking care of the olive trees with respect and without chemicals. This allows to produce precious oils full of bioactive molecules.

Olive Active will continue working with the oil industry and all the ecosystem of companies around it, to select the best bio active molecules for the skin and hair. At the same time it will contribute to its sustainability and best practices promotion.

### Olive Active Hidroxitirosol

Polyphenol from the olive. It stands out as the most powerful antioxidant.

### • INCI: Olea Europae (Olive) Fruit Extract, Hydroxytyrosol

OA Hidroxitirosol protects against both environmental and internal agents, protecting cell membranes and preventing cellular and structural disruption, desquamation, dehydration and aging.

### Olive Active Maslinico

Repairing, rejuvenating & anti-inflammatory active

### • INCI: Maslinic Acid

OA Maslinico highly indicated for the treatment of mature, photo-aged, thin and not firm skins.

<https://www.youtube.com/watch?v=6bnAcqOKnYM>

<https://www.youtube.com/watch?v=AfbDpvBDZr0&t=80s>

## Apple Seed Oil Rich with Vitamin E and omega-3 and 6 fatty acids

This oil upcycles a waste material and comes from collecting apple seed from the juice industry and cold pressing them to extract the oil. As well as being good for the planet, it's great for hair and skin too.

### • INCI: Pyrus Malus (Apple) Seed Oil

Apple seed oil enhances the appearance and texture of skin and hair with its rich fatty acid profile, easily hydrating, conditioning and softening both without leaving a greasy residue. Its antioxidant properties help prevent skin from showing signs of premature aging by restoring its smoothness, creating a protective barrier against harmful UV rays, and preventing skin damage caused by free radicals.

#### Imprint

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