

Green Chemistry: The natural ally of the cosmetic industry

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Cosmetic markets today have a new paradigm: long-term beauty is linked to well-being,

Health and nature. Consumers wish to buy effective, healthy, and natural products that protect their skin as much as their environment. Green chemistry is the indispensable ally of this evolution.

The fundamental idea is to resolve the problems of toxicity and pollution at the source, and to avoid having to handle these issues downstream. This is done by minimizing effluents and energy consumption and using and generating non-toxic, renewable, and biodegradable substances

Thanks to developments in green chemistry, natural raw materials can be used to replace petrochemical-based materials in most conventional chemistry sectors, and specifically in the cosmetics industry. The advantages for our industry are numerous: economic, technical, ethical, and marketing-related.

Organic and naturally certified cosmetic ingredient standards include more and more references to Green chemistry. Not only do the raw materials have to be natural or organic, but the production processes themselves have to be environmentally safe. The principles of Green chemistry are an excellent means of optimizing these processes.

¹ Aldivia