



## A closer look on the final event of the AgriWasteValue project

### Save the date !

After four and a half years, the AgriWasteValue project is coming to an end. The project partners are pleased to invite you to the final event of this agricultural residues valorisation project, which will take place as a hosted event on the 8th edition of Nutrevent, on 4 October 2022, in Nantes (France).

Come and discover at the conference the results, tools and partnerships developed during this Interreg NWE Europe project and participate to the Nutrevent exhibition by visiting the AgriWasteValue booth for more interaction with the project partners.

More information on Nutrevent website : [www.nutrevent.com/agriwastevalue-2022/](http://www.nutrevent.com/agriwastevalue-2022/)



# A natural active ingredient that mimics the properties of botox

Givaudan Active Beauty, one of the associated partners of the AgriWasteValue project, unveils Zanthalene, an evolving active that is able to mimic the properties of botox and has benefits in modulating skin sensitivity.

A spice to mimic the properties of botox  
Created from *Zanthoxylum bungeanum*, commonly known as Sichuan pepper, Zanthalene is a spice-derived cosmetic ingredient capable of acting on neuromuscular communication within the skin structure, providing soothing benefits.

According to a Consumer Marketing Insights (CMI) study for Givaudan, 86% of consumers are currently interested in beauty products containing natural ingredients that help soothe skin discomfort while

smoothing it out for a botox-like effect.

Zanthalene is extracted from the fruit husks of the Sichuan pepper using super critical CO<sub>2</sub>. Its effectiveness has been proven in several clinical studies.

Source : Givaudan présente un actif naturel imitant les propriétés du botox, IAR Tremplin, 16.07.2021



## Turning pine needles into cosmetics

Nicolas Blaser had an idea after wandering through the Alpine forests. This entrepreneur, who has 15 years of forestry experience behind him, decided to give a second life to the branches and needles of the conifers of Isère and Savoie (France).

With his partner, a pharmacist, they have created a range of 22 phytotherapy, aromatherapy and organic nutrition products from the waste prod-

ucts of the forestry industry.

Based in Veurey-Voroize (Isère), the company Enea Sens, as it is called, is thus completing its first year of operation, after a launch in March 2020. A first year that has allowed Nicolas Blaser to find and develop the loyalty of his partners, such as the Distillery of the 4 valleys, in Die (Drôme), which extracts the oils from the recovered raw material.

## Cosmetics and aromatherapy

"We work with the machines and staff who

work in forestry to recover branches in the various forests and then grind them before distilling them in Die, by vapo-distillation," explains Nicolas Blaser.

The Rhone-Alpes species (spruce and fir in particular) contain active principles that are interesting from a cosmetic and food point of view, but also for aromatherapy.

However, yields are very low, around one kilo per tonne. The precious essence is then taken away from

Annecy (Haute-Savoie) to the Rumilly factory, which manufactures the finished product.

"We buy their know-how but we have our own recipes and we supply the labels and packaging," explains Nicolas Blaser.

### Short circuit

As for the distillation waste, it is sent to the Biomax plant in Grenoble and is used to heat the water in the urban area. "We're on a very circular model," says Nicolas Blaser, who is keen to present an environmentally friendly business with the least possible impact.

"We are signatories of charters for the respect of the environment such as the 1% for the planet," continues the entrepreneur.

The products, cosmetics, food and aromatherapy, are available in major organic retailers and pharmacies. He can already boast 80 points of sale and 250,000 euros in turnover for a year 2020 under Covid and cut by one quarter.

Source : Près de Grenoble. Une entreprise transforme les aiguilles de sapin en cosmétiques - ActuGrenoble,

March 3rd, 2021.

## Cosmetics: the "Safe Beauty" trend is driving the market recovery



Consumers are increasingly interested and informed about quality, the origin of ingredients and the sustainability of production processes. At the same time, they are increasingly attracted by the brand story and the values linked to the product they buy.

In France, the post-pandemic cosmetics sector had a contrasting year in 2020: a 20% contraction in sales, a historic drop in exports of 11.8%, the first since 2009, and a 20.7% increase in exports to China, instead of 48% in 2019 (source DGDDI and FEBEA 2021), the sector's companies are relying on innovative trends to resume their rise

### Quality, transparency and sustainability are the requirements of Safe Beauty

Safe Beauty is one of the main trends in the sector, which sees health and beauty closely linked in the purchase of "transparent" products, with greater attention paid to brands and sustainability throughout the supply chain, both in terms of the raw materials used and the production processes and packaging characteristics. According to the ESV Digital study, Slow Cosmetics is also on the rise! With time spent at home on the rise and the wearing of masks, habits have been turned upside down. The French are looking for ecological, healthy, intelligent and reasonable cosmetics!

The pandemic has also seen an increase in online sales worldwide, and the trend continues to grow. In France, e-commerce has increased by 42% compared to the previous year, with cosmetics representing 10% of e-commerce in 2020 compared to 7% in 2019 (source ESV Digital March 2021). This scenario increases the risks for the beauty and cosmetics sector in terms of counterfeiting and proliferation of parallel markets, with repercussions on brand reputation and consumer confidence.

The article continues on the [www.agriwastevalue.eu](https://www.agriwastevalue.eu/fr/actualite/cosmetics-safe-beauty-trend-driving-market-recovery) website : <https://www.agriwastevalue.eu/fr/actualite/cosmetics-safe-beauty-trend-driving-market-recovery>



## Events to come

26.01  
2022

Lipids and Cosmetics : top innovations & research initiatives (FR)

♥ Bordeaux, France

24.03  
2022

Workshop AgriWasteValue - Composés phénoliques : sourcing innovant & effets santé

♥ Online

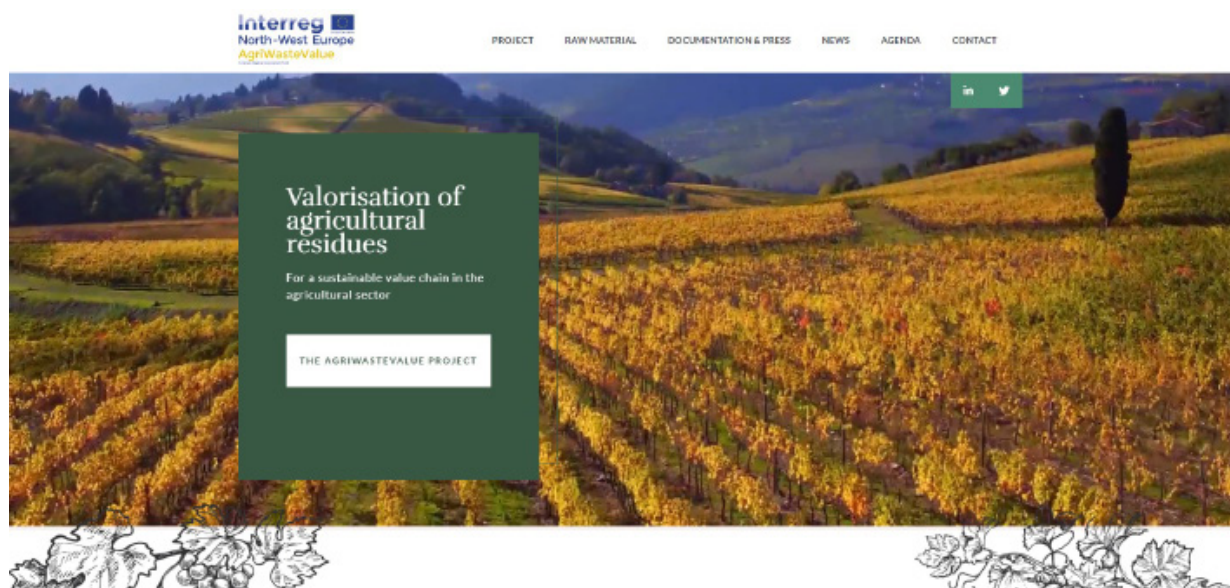
02.05  
2022

Vitafoods Europe 2022

♥ Geneva & Online

More information on <https://www.agriwastevalue.eu/en/calendar>

## Discover our latest news on our website



[www.agriwastevalue.eu](http://www.agriwastevalue.eu)

[Register to our biannual newsletter via our website!](#)