

UPCYCLING BEAUTY

More than a trend, our know-how
to empower your cosmetics



A **pioneering group in plant extraction and distillation**, HERBAROM has become a key **French** player **for 30 years** – **inspiring, co-creating** and **developing** your solutions for the following markets:

- Agriculture
- Beauty & Fragrance
- Flavourings & Food
- Food Supplements



HERBAROM was born from our **passion for nature and plants**, as well as our belief in their benefits for human, animal and plant health. Plants are at the heart of our DNA.

Whether for its rarity, its history, the tradition linked to it, its properties, its origin, its extraction process or its efficiency, **every plant raw material is precious.**

Our mission is to **help you** choose the one that makes "sense" for you and your project, while guaranteeing respect for the plant matter and its natural assets.

SUMMARY

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WASTE UPCYCLING

We know how to create **strong partnerships** with food industrials and to upcycle their production wastes into cosmetics ingredients for your formulations.

Valorizing food industry by-products into cosmetics ingredients avoids waste production and promotes a **circular economy approach**, contributing to sustainability while offering **innovative** and **eco-friendly solutions** for your cosmetic formulations.



WHAT IS UPCYCLING?

Upcycling means recycling from the top

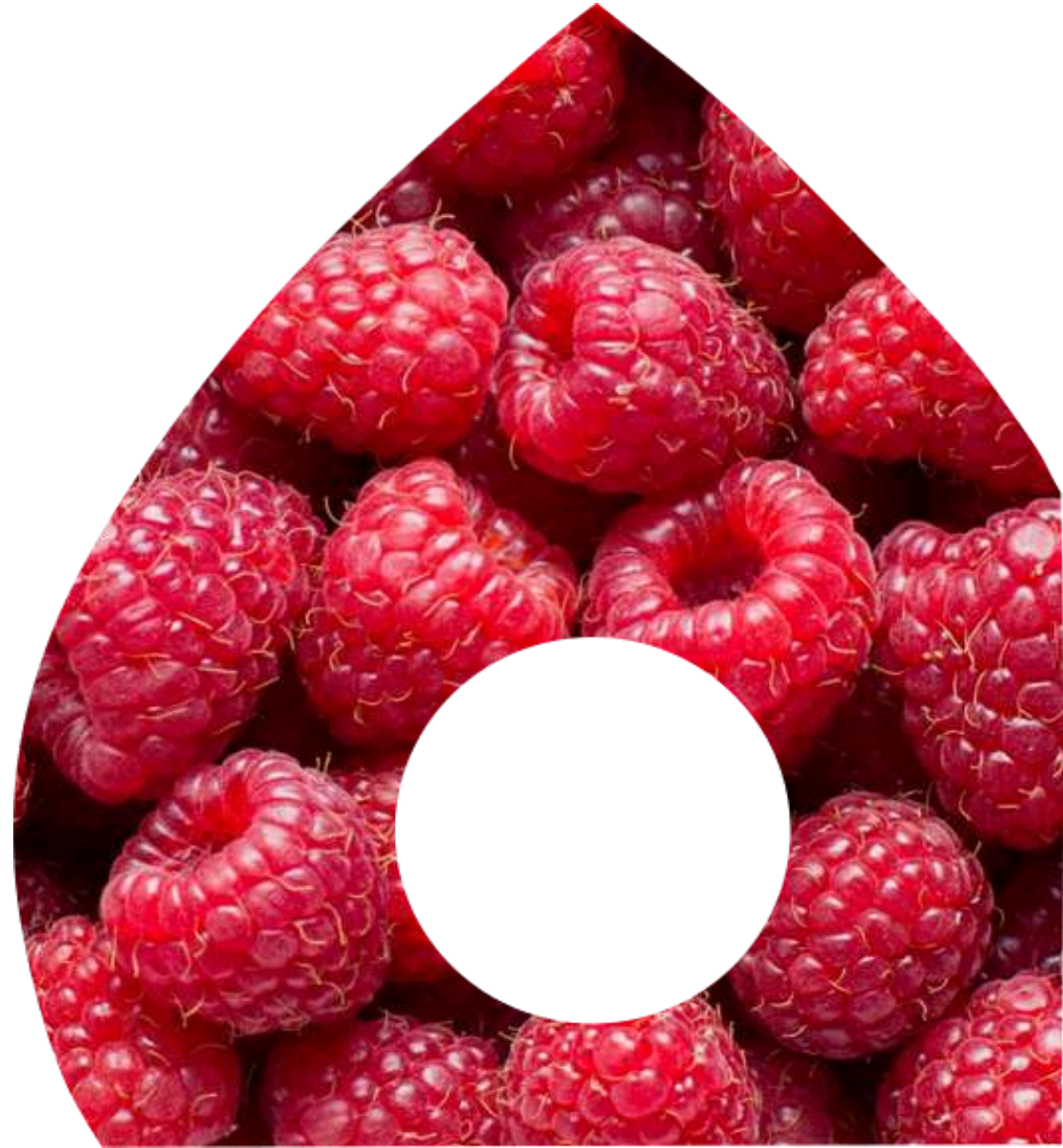
It is commonly said that **“Upcycling is the new Recycling”**.

Unlike recycling, there is a notion of **added value** behind upcycling: the new object produced is intended to be of higher value than the initial object.

Upcycling offers **both environmental and economical benefits**: it limits our environmental footprint by reducing the use of raw materials and energy, and reducing waste. It also allows the creation of more affordable goods from no or low value wastes.

PLANT WATERS

Herbarom know-how is to capture lost waters from cosmetics and food industrial processes and to valorize them into your formulations



PFVRELAQUA11 - BARLEY Aquacell CBIO PrH



MADE IN FRANCE

Type of product : Distilled Water
Latin name : *Hordeum vulgare* L.
Part of the plant : Stem
Origin : France

INCI Name : Hordeum Vulgare Stem Water*, Citric Acid, Potassium Sorbate, Sodium Benzoate Or Aqua, Hordeum Vulgare Extract*, Citric Acid, Potassium Sorbate, Sodium Benzoate
**Ingredient from organic farming*

Why it's upcycled?



In barley cultivation, after the harvest, the stalks are typically separated from the ears and used as mulch for sheepfolds or as fertilizer, or buried to improve soil fertility. While practical, these uses don't add significant value to the byproduct.

That's where upcycling comes in! Herbarom's suppliers, who primarily grow malting barley for organic beer, repurpose these barley stalks, turning them into dried husks ready for distillation, giving new purpose to this natural byproduct.

Skin Benefits

Mild on skin
Refreshing
Sensitive Skin

Formulation Benefits

Clear, colourless liquid
Light, pleasant odour
Replacement of part/all water
Level up Naturalness

Unique Features

Upcycling
Economic
Natural Origin
Organic Certification

Also available with:

+ Benzyl alcohol, dehydroacetic acid and water (PrG)
+ Sodium benzoate, citric acid (PrB)



Formulation :

+ 5 - 100%
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Toners
+ Serums and Moisturizers
+ Facial Mists

Hair Care:

+ Shampoos
+ Conditioners
+ Shower gels

Makeup Products:

+ Setting Sprays
+ Cleansers

PFVRELAQUA03 - RASPBERRY Aquacell CBIO PrH



Type of product : Cellular Water
Latin name : Rubus idaeus L.
Part of the plant : Fruit
Origin : UE

INCI Name : Rubus Idaeus Fruit Water*, Citric Acid, Potassium Sorbate, Sodium Benzoate
**Ingredient from organic farming*

Also available with:

+ Benzyl alcohol, dehydroacetic acid and water (PrG)

Why it's upcycled?



Raspberry Aquacell production process focuses on upcycling during the juice concentration stage. During the manufacturing of raspberry juice, the fruit is first processed for its juice.

In the concentration step, instead of wasting the water evaporated from the fruit, it is collected and transformed into Aquacell, a valuable byproduct. This process is part of the evaporation stage, where the intrinsic raspberry water is captured while the juice is concentrated.

Skin Benefits

Mild on skin
Refreshing
Sensitive Skin
Antioxidant Potential*

Formulation Benefits

Clear, colourless liquid
Light, pleasant odour
Replacement of part/all water
Level up Naturalness

Unique Features

Upcycling
Economic
Natural Origin
Organic Certification

Specifically designed for **organic cosmetic formulations**, the lightly scented and colorless raspberry cellular water can **enrich a formula** by replacing all or part of the water content.



Formulation :

+ 5 - 100%
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Toners
+ Serums and Moisturizers
+ Facial Mists

Hair Care:

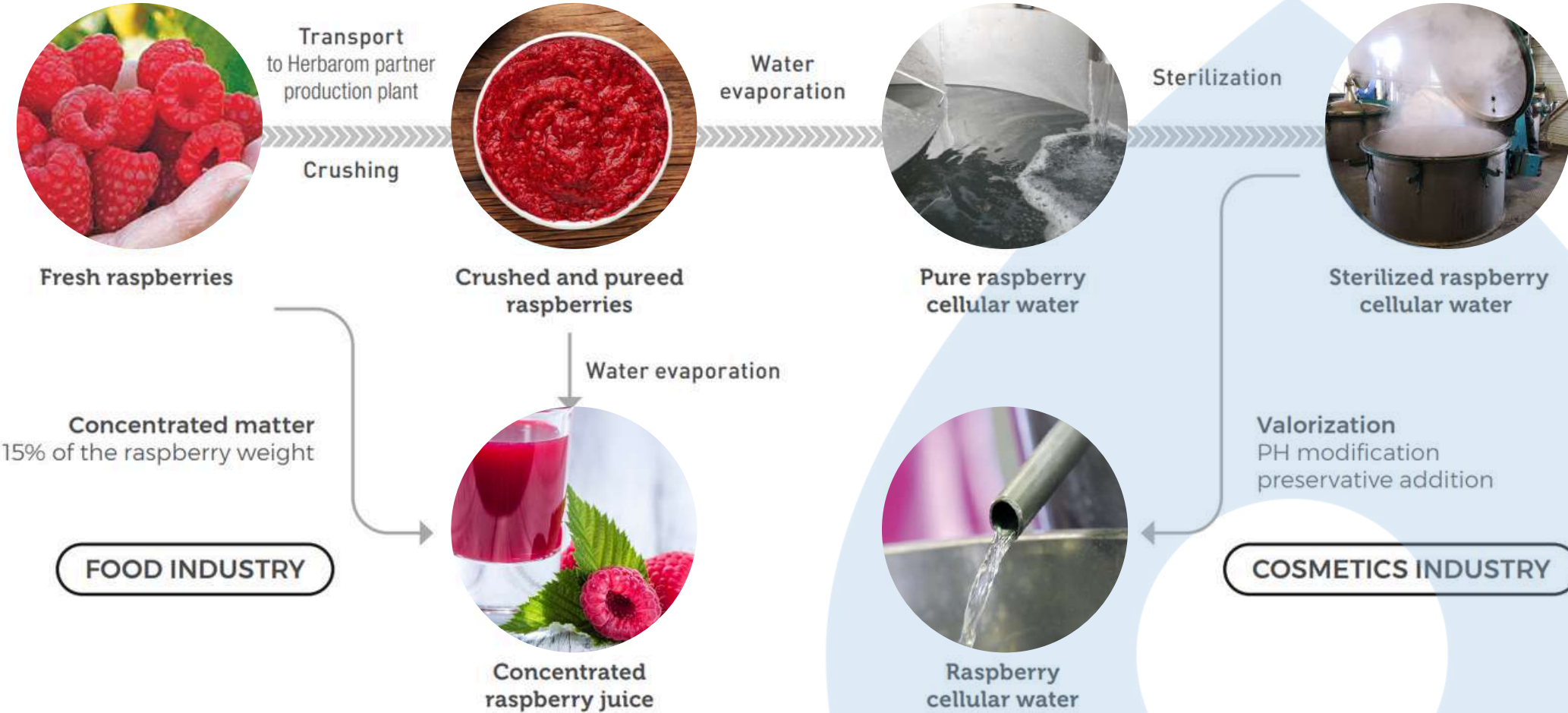
+ Shampoos
+ Conditioners
+ Shower gels

Makeup Products:

+ Setting Sprays
+ Cleansers

Raspberry cellular water

ECO-DESIGN PROCESS



PFVRELPOMM12 - APPLE Pomace Distilled Water 22,3% C BIO PrH - France



MADE IN FRANCE

Type of product : Distilled Water
Latin name : Pyrus Malus
Part of the plant : Fruit (Pomace)
Origin : France (Bretagne & Normandie)

INCI Name : Pyrus Malus Fruit Water*, Citric Acid,
Potassium Sorbate, Sodium Benzoate
**Ingredient from organic farming*

Why it's upcycled?



The production process of Apple Distilled Water begins with the careful harvesting of organic apples from Normandy at their peak maturity. After extraction for cider production, the resulting apple pomace, which is typically considered a waste product, is utilized for distillation. This innovative approach transforms what would otherwise be discarded into a valuable cosmetic ingredient.

By using this pomace for distillation, Herbarom not only minimizes waste but also emphasizes sustainable practices in ingredient sourcing. This method captures the natural essence of apples, providing a gentle and effective ingredient for skincare formulations while reinforcing a commitment to environmental responsibility.

Skin Benefits

Antioxidant Potential (polyphenols)*
Skin Brightening Potential
(vitamin C)*
Mild and Refreshing

Formulation Benefits

Colorless to light yellow
Smell like cooked apples
Intense Odour
Level up Naturalness

Unique Features

Upcycling
Natural Origin
Organic Certification



Formulation :

+ 5 - 100%
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Toners
+ Serums and Moisturizers
+ Facial Mists

Hair Care:

+ Shampoos
+ Conditioners
+ Shower gels

Makeup Products:

+ Setting Sprays
+ Cleansers

Apple distilled water

ECO-DESIGN PROCESS



PFVRELRIX04 - RICE Straw Distilled Water C BIO PrH - Camargue



MADE IN FRANCE

Type of product : Distilled Water
Latin name : *Oryza sativa* L.
Part of the plant : Straw
Origin : France (Camargue)

INCI Name : Aqua, Oryza Sativa Leaf/Stem Extract*, Potassium Sorbate, Sodium Benzoate, Citric Acid.
**Ingredient from organic farming*

Why it's upcycled?



Rice straw is produced as a by-product during the harvesting of mature rice plants, where the grains are separated from the stalks. After harvesting, the straw is dried to reduce moisture and prevent spoilage, making it suitable for repurposing. Typically considered agricultural waste, rice straw is abundant and can be used in various industries.

By incorporating rice straw into their ingredient sourcing, Herbarom is utilizing a readily available resource while exploring its potential functional uses in cosmetic formulations.

Skin Benefits

Mild & Refreshing
Sensitive Skin

Formulation Benefits

Colorless to light yellow
No smell / little odor
Level up Naturalness
Replacement of part/all water

Unique Features

Upcycling
Natural Origin
Organic Certification

*Rice (*Oryza sativa* L.) is one of the most important staple food crops used for human nutrition worldwide.*



Formulation :

+ 5 - 100%
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Toners
+ Serums and Moisturizers
+ Facial Mists

Hair Care:

+ Shampoos
+ Conditioners
+ Shower gels

Baby Products

PFVRELCITR30 - LEMON Distilled Water 5% PrH

Type of product : Distilled Water
Latin name : *Citrus limon* (L.)
Part of the plant : Peel
Origin : Morocco

INCI Name : Citrus Limon Peel Water, Citric Acid, Potassium Sorbate, Sodium Benzoate

Also available with:

+ Benzyl alcohol, dehydroacetic acid and water (PrG)



Formulation :

+ 5 - 100%
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Toners
+ Serums and Moisturizers
+ Facial Mists
+ Cleansers

Hair Care:

+ Shampoos
+ Conditioners
+ Refreshing Hair Mist

Why it's upcycled?



Sourced from lemon peels, our Lemon Distilled Water exemplifies the concept of upcycling by utilizing what is often regarded as waste in lemon juice / essential oil production. This process extracts beneficial compounds from the peels, enhancing their application in cosmetic formulations.

Incorporating this ingredient provides an efficient use of materials, while capturing the natural qualities of lemons for a refreshing touch in various products.

Skin Benefits

Mild and Refreshing
Antioxidant Potential*
Antimicrobial Potential*

Formulation Benefits

Clear, colourless liquid
Light, pleasant odour

Unique Features

Upcycling
Natural Origin

PFVRELPOMM16 - APPLE Floral Water 10% PrH - France



MADE IN FRANCE

Type of product : Floral Water
Latin name : *Pyrus malus, Rosaceae*
Part of the plant : Flower
Origin : France (Drôme)

INCI Name : Pyrus Malus Flower Water, Citric Acid, Potassium Sorbate, Sodium Benzoate

Also available with:

+ Benzyl alcohol, dehydroacetic acid and water (PrG)

Why it's upcycled?



Apple floral water is considered an upcycled ingredient due to its sourcing from flowers that result from orchard thinning. During this process, excess flowers are removed to promote better growth and fruit quality. Instead of discarding these flowers, they are repurposed to create this floral water, effectively utilizing what would otherwise be waste.

Additionally, the local production in the Rhône Valley also helps reduce transportation distances and supports regional agriculture. This approach makes efficient use of the apple flowers, aligning with practical resource management while offering unique qualities for cosmetic formulations.

Skin Benefits

Mild on skin
Antioxidant Potential*

Formulation Benefits

Clear, colourless liquid
Light, pleasant odour

Unique Features

Upcycling
Natural Origin
Local Sourcing

New Ingredients!



Formulation :

+ 5-100 %
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Toners
+ Serums and Moisturizers
+ Facial Mists
+ Cleansers

Hair Care:

+ Shampoos
+ Conditioners

*known from literature

PFVRELABRI10 - APRICOT Floral Water 10% PrH - France



MADE IN FRANCE

Type of product : Floral Water
Latin name : *Prunus armeniaca*, Rosaceae
Part of the plant : Flower
Origin : France (Drôme)

INCI Name : Aqua, Prunus Armeniaca Flower Extract, Citric Acid, Potassium Sorbate, Sodium Benzoate

Also available with:

+ Benzyl alcohol, dehydroacetic acid and water (PrG)

Why it's upcycled?



Apricot floral water is considered an upcycled ingredient due to its sourcing from flowers that result from orchard thinning. During this process, excess flowers are removed to promote better growth and fruit quality. Instead of discarding these flowers, they are repurposed to create floral water, effectively utilizing what would otherwise be waste.

Additionally, the local production in the Rhône Valley also helps reduce transportation distances and supports regional agriculture. This approach makes efficient use of the apple flowers, aligning with practical resource management while offering unique qualities for cosmetic formulations.

Skin Benefits

Mild on Skin
Antioxidant Potential*

Formulation Benefits

Clear, colourless liquid
Light, pleasant odour

Unique Features

Upcycling
Natural Origin
Local Sourcing

New Ingredients!



Formulation :

+ 5 - 100%
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Toners
+ Serums and Moisturizers
+ Facial Mists
+ Cleansers

Hair Care:

+ Shampoos
+ Conditioners

*known from literature

HYDROLATES

Herbarom know-how is to capture lost waters from essential oil distillation and to valorize them into your formulations



Why Hydrolates are Considered Upcycling Ingredients?

Hydrolates are considered an upcycling ingredient because they are produced as a **byproduct of the essential oil distillation process**. During distillation, water is used to extract essential oils from plants, and the **remaining water** contains **water-soluble compounds from the plant material**. Instead of discarding this water, it is collected and used as a hydrolate, providing additional value from the same raw materials.



This approach **minimizes water waste**, turning what might be considered a leftover into a valuable product for cosmetics and skincare. Hydrolates contain beneficial properties such as **mild plant essences**, making them suitable for sensitive skin or for adding gentle fragrance to formulations.

PFVRELROSE12 - ROSE Hydrolate CBIO PrH



Type of product : Hydrolate
Latin name : *Rosa × damascena* Herrm
Part of the plant : Flower
Origin : UE

INCI Name : Rosa Damascena Flower Water*, Citric Acid, Potassium Sorbate, Sodium Benzoate
**Ingredient from organic farming*

Also available :

- + Benzyl alcohol, dehydroacetic acid and water (PrG)
- + Conventional Form



Formulation :

- + 5 - 100%
- + Water-soluble



Cosmetic Applications :

Skincare Formulations:

- + Toners
- + Serums and Moisturizers
- + Facial Mists
- + Cleansers

Hair Care:

- + Shampoos
- + Conditioners

Why it's upcycled?



Rosa damascena hydrolate is created as a natural by-product during the distillation of rose petals for essential oil production. This hydrolate captures the soothing and aromatic qualities of the rose, providing a practical use for the materials left after essential oil extraction.

By incorporating this ingredient, brands can efficiently make use of the full potential of the rose distillation process, offering a gentle, floral addition to their formulations.

Skin Benefits

- Soothing - Sensitive Skin*
- Antioxidant Potential*
- Antimicrobial Potential*
- Improves the overall condition of the skin*

Formulation Benefits

- Clear, colourless liquid
- Intense odour
- Level up Naturalness**
- Cost-effective option compared to rose essential oil

Unique Features

- Upcycling
- Natural Origin
- Organic Certification

*known from literature

Rose of Damas Hydrolate

ECO-DESIGN PROCESS

ECO-DESIGN PROCESS



Rose of Damas

Transport
to Herbarom partner
production plant
in Dadès Valley



Rose of Damas
before distillation

Soft distillation
process



Essential oil and
hydrolat settling

Valorization
PH modification
preservative
addition



CO-PRODUCT
Rose of Damas
hydrolat



MAIN PRODUCT
Rose of Damas
essential oil

SHORT SUPPLY CHAIN

Culture and oil production at the farm

PFVRELMELI29 - LEMON BALM Hydrolate CBIO PrH



MADE IN FRANCE

Type of product : Hydrolate
Latin name : *Melissa officinalis* L.
Part of the plant : Leaf
Origin : France (Drôme)

INCI Name : Melissa Officinalis Leaf Water*, Citric Acid, Sodium Benzoate, Potassium Sorbate
**Ingredient from organic farming*

Why it's upcycled?



Lemon balm hydrolate is a prime example of upcycling, as it's the water that condenses during the steam distillation process of lemon balm leaves for essential oil extraction. This condensed water is rich in beneficial molecules, including aromatic and hydrophilic compounds.

By repurposing this hydrolate, we minimize water waste and enhance the value of the distillation process. This sustainable practice underscores the importance of utilizing every part of the plant, demonstrating a commitment to eco-friendly formulations while providing consumers with natural and effective products.

Skin Benefits

Soothing - Sensitive Skin*
Antioxidant Potential*
Antimicrobial and Anti-Acne Potential*

Formulation Benefits

Clear, colourless liquid
Intense odour
Level up Naturalness

Unique Features

Upcycling
Natural Origin
Organic Certification



Formulation :

+ 5 - 100%
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Soothing Toners
+ Serums and Moisturizers
+ Facial / Anti-Acne Mists
+ Cleansers

Hair Care:

+ Shampoos
+ Conditioners
+ Refreshing Hair Mist

Body Care:

+ After-sun

PFVRELORAN07 - ORANGE Blossom Hydrolate C BIO PrH



Type of product : Hydrolate
Latin name : *Citrus aurantium* var. amara L
Part of the plant : Flower
Origin : Morocco

INCI Name : Citrus Aurantium Amara Flower Water*, Citric Acid, Sodium Benzoate, Potassium Sorbate
**Ingredient from organic farming*

Why it's upcycled?



Citrus aurantium amara flower water is a by-product of the steam distillation process used to extract essential oils from bitter orange blossoms. This floral water contains aromatic molecules and compounds beneficial for cosmetic formulations.

By incorporating it, we efficiently use materials that would otherwise remain after essential oil production, offering a practical solution that utilizes more of the plant without unnecessary waste.

Skin Benefits

Soothing - Sensitive Skin*
Antioxidant Potential*
Antimicrobial Potential*

Formulation Benefits

Clear, colourless liquid
Intense odour
Level up Naturalness
Cost-effective option compared to neroli essential oil

Unique Features

Upcycling
Natural Origin
Organic Certification



Formulation :

+ 5 - 100%
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Soothing Toners
+ Serums and Moisturizers
+ Facial / Anti-Acne Mists
+ Cleansers

Hair Care:

+ Shampoos
+ Conditioners
+ Nice Hair Mist

Relaxing Treatments

PLANT EXTRACTS

*Herbarom know-how is to capture
food waste from industrial processes
and to valorize them into your
formulations*



PFVRELCHAT01 - CHESTNUT Pericarp HG 5% C BIO PrF - Ardèche



MADE IN FRANCE

Type of product : Hydroglycerinated Extract

Latin name : *Castanea sativa* Mill.

Part of the plant : Chestnut Shells

Origin : France (Ardèche)

INCI Name : Glycerin**, Aqua, Castanea Sativa Pericarp Extract*,

**Ingredient from organic farming, **Made using organic ingredients*

Why it's upcycled?



Chestnut shells hydroglycerinate is derived from the by-products of chestnut dessert production, including delicious treats like marron glacés and chestnut purée, which often result in discarded shells. By transforming these typically wasted materials, we extract valuable compounds to create a hydroglycerinate that brings significant benefits to cosmetic formulations.

This innovative approach not only reduces waste but also harnesses the power of nature, resulting in an effective ingredient rich in antioxidants and skin-conditioning properties. Incorporating chestnut shells hydroglycerinate into your products allows you to deliver exceptional results while promoting sustainability in the cosmetic industry.

Skin Benefits

Rich in polyphenols, flavonoids and condensed tannic acids *
Anti-age / Antioxidant *
Anti-acne*

Formulation Benefits

Natural Solvent
Colored
No Preservatives

Unique Features

Upcycling
Natural Origin
Organic Certification
Local Sourcing



Formulation :

+ 1 - 2 %
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Toners
+ Serums and Moisturizers
+ Eye Cream
+ Cleansers

Hair Care:

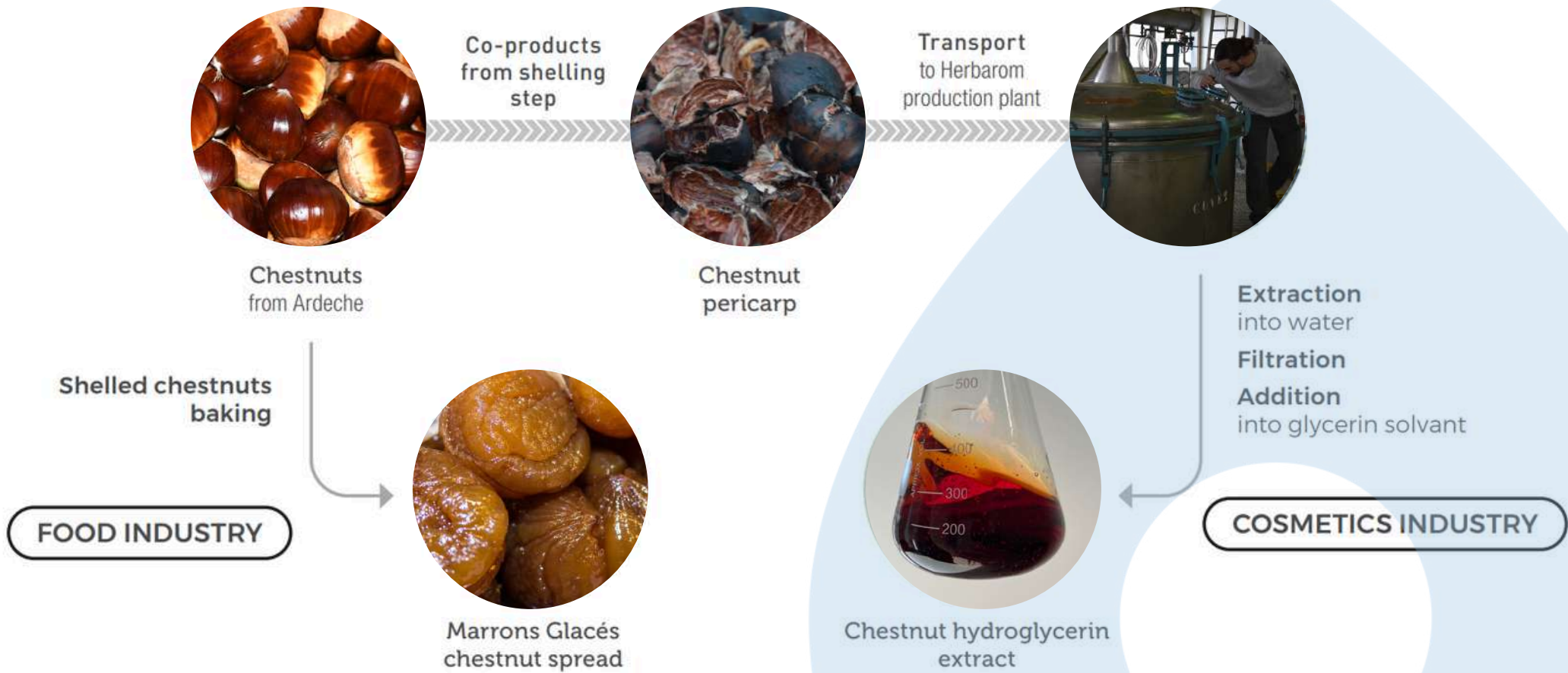
+ Shampoos
+ Conditioners
+ Shower gels

Make Up:

+ Foundation

Chestnut Hydroglycerin Extract

ECO-DESIGN PROCESS



PFVRELSARR01 - BUCKWHEAT Pod HG 5% C BIO PrF - Bretagne



MADE IN FRANCE

Type of product : Hydroglycerinated Extract

Latin name : *Polygonum fagopyrum* L.

Part of the plant : Organic pod

Origin : France (Bretagne)

INCI Name : Glycerin **, Aqua, Polygonum Fagopyrum Seed Extract*

**Ingredient from organic farming, **Made using organic ingredients*



Formulation :

+ 1 - 2 %
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Toners
+ Serums and Moisturizers
+

Hair Care:

+ Shampoos
+ Conditioners
+ Shower gels

Why it's upcycled?



Buckwheat pod hydroglycerinate is an upcycled ingredient created from the outer husks generated during the milling of buckwheat grains. Rather than being discarded, these pods are repurposed into a valuable hydroglycerinate, allowing for more efficient use of resources.

This innovative ingredient can be incorporated into cosmetic formulations, enhancing product offerings while promoting a more sustainable approach to sourcing. Buckwheat pod hydroglycerinate contributes to skin conditioning and protection, making it a compelling addition to your cosmetic line.

Skin Benefits

Emollient*
Antioxidant Potential*

Formulation Benefits

Natural Solvent
Colored
No Preservatives

Unique Features

Upcycling
Natural Origin
Organic Certification

PFVRELABRII1 - APRICOT HG 10% PrH - France



MADE IN FRANCE

Type of product : Hydroglycerinated Extract
Latin name : *Prunus armeniaca*, Rosaceae
Part of the plant : Flower
Origin : France (Drôme)

INCI Name : Glycerin, aqua, prunus armeniaca flower extract, citric acid, potassium Sorbat, Sodium Benzoate

Why it's upcycled?



Apricot HG is considered an upcycled ingredient due to its sourcing from flowers that result from orchard thinning. During this process, excess flowers are removed to promote better growth and fruit quality. Instead of discarding these flowers, they are repurposed to create this hydroglycerin extract, effectively utilizing what would otherwise be waste.

Additionally, the local production in the Rhône Valley also helps reduce transportation distances and supports regional agriculture. This approach makes efficient use of the apple flowers, aligning with practical resource management while offering unique qualities for cosmetic formulations.

Skin Benefits

Emollient*
Antioxidant Potential*

Formulation Benefits

Natural Solvent
Colored

Unique Features

Upcycling
Natural Origin
Local Sourcing

New Ingredients!



Formulation :

+ 1 - 2 %
+ Water-soluble



Cosmetic Applications :

Skincare Formulations:

+ Toners
+ Serums and Moisturizers
+ Facial Mists

Hair Care:

+ Shampoos
+ Conditioners
+ Shower gels

PFVRELSAFR04 - SAFFRON Petals OM 5% C BIO TCos - France

Between 158000 and 300000 flowers are needed to obtain 1 kg of saffron spice



MADE IN FRANCE

Type of product : Oil Extract
Latin name : *Crocus Sativus* L.
Part of the plant : Petals
Origin : France

INCI Name : Crocus Sativus Flower Extract, Helianthus Annuus seed Oil*, Tocopherol

**Ingredients from organic farming*

Why it's upcycled?



Saffron petal oily macerate is an upcycled ingredient that repurposes the often-discarded petals from saffron production, where the focus typically remains on the prized stigmas. These petals, rich in valuable compounds, are macerated in oil to create a new resource with gentle skin-soothing and softening properties.

By incorporating the petals into cosmetic formulations, this process reduces waste from saffron harvesting and maximizes the use of the entire plant. The resulting macerate provides a natural and nourishing option, offering light moisturization and a delicate touch of care, making it an excellent addition to various skincare products.

Skin Benefits

Emollient*
Antioxidant Potential*

Formulation Benefits

Colored
Light Odour
No Preservatives

Unique Features

Upcycling
Natural Origin
Organic Certification



Formulation :

+ 2 - 100 %
+ Lipid-soluble



Cosmetic Applications :

Skincare Formulations:

+ Facial Oils
+ Serums and Moisturizers
+ Cleansers

Hair Care:

+ Hair Oils

Make Up:

+ Lip balm, oils

SPECIAL REQUEST?

DISCOVER OUR STEPS AND SERVICES
TO HELP YOU SUCCEED.

1 Your expectations: Qualification of your request

Our sales team and engineers draw up, with you, precise specifications.



2 Our pipeline of solutions: sourcing and development

R&D laboratories and Supply department works closely to follow key steps,

- Look for ingredients relevant for your project goals and challenges
- Secure technical, legal and industrial faisability
- Select final pool of solutions (specific ingredient, blends, formulations).

3 The product selection

R&D laboratories create product samples which take into account the constraints of industrial processes and which make it possible to define product's specifications.

Based on these proofs of concept, you will be able to select your product and finalize the project agreement with our sales team.

THE INDUSTRIAL PROJECT CAN START!

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