



Sugarcane a sustainable alternative

May 12, 2016

28/04/16 - First printed Organic Monitor

Sugar Cane Emerging as Sustainable Source of Squalane

Squalene, a popular personal care ingredient, has been traditionally derived from sharks' liver oil. Growing environmental concerns are leading brands to seek sustainable sources, such as olive oil. However, the stability of the crop is now leading to the emergence of sugarcane as a new source.

Speaking recently to PSFK, Caroline Hadfield, SVP of personal care at Amyris and also its subsidiary Biossance (leading players in the squalane segment), said that sugarcane comes out on top for its more reliable quality. "Olives are a more volatile and climate-dependent crop, therefore, less sustainable than sugarcane," she explained. The sugarcane squalane is also more pure, higher quality and a better ingredient for the consumer. It is easy to formulate with, readily biodegradable and has a very stable supply." Despite consumer enthusiasm for cruelty-free beauty and rising demand for sustainability, moving away from shark-derived squalene is proving a slow process for the beauty and personal care industry. A study last year by NGO Bloom Association found that despite company pledges to use plant-based squalene alternatives, one in five of 72 products tested from across European, Asian and US brands still contained shark liver oil.

"Either brands buy animal squalane, cheaper than vegetable squalane, to achieve a higher margin, or they are deceived by their suppliers who sell the mixed squalane by passing for pure vegetable squalane," Laure Ducos, lead author of the study, explained. Key difficulties in raw material availability are reportedly due to regulations and competition from other industries, minimal

governmental support, and western cultural impact.

Sustainable Cosmetics Summit

Sustainable alternatives to contentious materials such as squalene are regularly featured at the Sustainable Cosmetics Summit. The North American edition will take place in May 12-14, Latin American in São Paulo (14-16 Sep), European edition in Paris (24-26 Oct), whilst the Asia-Pacific edition will be hosted in Hong Kong (14-15 Nov). More details are on the website

Source: WRBM