

CRUSH™ (RANGE)

EXFOLIATING SCRUBS & ACTIVE POWDERS

The CRUSH™ portfolio of ingredients is a versatile range of finely-milled active powders and natural exfoliating scrubs for personal care. Made from upcycled plant-based waste, each and every CRUSH™ ingredient is made from by-products of various manufacturing processes including forestry, food, and drink production.

1KG OF OLIVE CRUSH™
IS MADE FROM THE SEEDS OF

1,500

UPCYCLED OLIVE PITS

1KG OF CHARCOAL CRUSH™
IS MADE FROM

5KG

OF LEFTOVER WOOD

IDEAL FOR

**SKIN, HAIR &
MAKEUP**

APPLICATIONS



Charcoal

CRUSH™

A NATURAL & SUSTAINABLE CHARCOAL POWDER

Known for its absorbing and cleansing properties - and its intense black pigment - Charcoal is a versatile ingredient that lends itself to a variety of personal care applications. Made from small pieces of leftover charcoal, Charcoal CRUSH™ is a natural and gentle cleansing & exfoliating powder.

UPCYCLED CHARCOAL

When lumpwood charcoal is produced, the process results in small, leftover pieces which cannot be used for BBQ. We take the charcoal leftovers which are then ground down using ball mills. Further sieving is employed to achieve the desired particle sizes for Charcoal CRUSH™ (micro powder & exfoliator) and Charcoal CRUSH™ ACTIVE (active powder). Unlike activated charcoal powders, Charcoal CRUSH™ is made using a low energy intensive process.



INCI Name: Charcoal Powder 100%

Suggested Use Level: Unrestricted, 1-15% recommended

Suggested Application: Skincare (Face & Body), Scalp Care, Colour Cosmetics



Degree of Naturality ISO 16128: NOI 1 | NI 0

COSMOS: No

1KG OF CHARCOAL CRUSH™ IS MADE FROM

5KG

OF LEFTOVER WOOD FROM BRITISH FORESTS THAT WOULD HAVE TO BE BURNED OTHERWISE

	PARTICLE SIZE	APPEARANCE	APPLICATION	
MICRO	100 - 300 (µm)	Ultra-fine powder, black	Facial polish	
SMALL	300 - 600 (µm)	Granular powder, black	Facial scrub	

Charcoal

CRUSH™

A CLEANSING, PURIFYING & OIL-ABSORBING ACTIVE POWDER

Charcoal CRUSH™ ACTIVE is a cleansing, oil-absorbent active powder. It has been proven to absorb 88.8g/100g of raw linseed oil; nearly 35% more than talc.

Charcoal CRUSH™ ACTIVE is not activated; unlike activated charcoal powders, Charcoal CRUSH™ is made using a low energy intensive process.

Ideal for skin, hair & makeup.



CLEANSING

OIL ABSORBANT (SEE PAGE 10)




INCI Name: Charcoal Powder 100%
Suggested Use Level: Unrestricted, 1-15% recommended
Suggested Application: Skincare (Face & Body), Scalp Care, Colour Cosmetics
Degree of Naturality ISO 16128: NOI 1 | NI 0
COSMOS: No

1KG OF CHARCOAL CRUSH™ ACTIVE IS MADE FROM

5KG

OF LEFTOVER WOOD FROM BRITISH FORESTS THAT WOULD HAVE TO BE BURNED OTHERWISE

	PARTICLE SIZE	APPEARANCE	APPLICATION	
ACTIVE	<100 (µm)	Ultra-fine powder, black	Skin, hair, makeup	

Olive

CRUSH™

A NATURAL & SUSTAINABLE EXFOLIATOR MADE FROM UNUSED OLIVE STONES

Olive CRUSH™ is a gentle exfoliating powder made from leftover olive pits. The particles provide a method of mild exfoliation, helping to remove dead skin cells without irritating the skin.

UPCYCLED OLIVES

The production of olive oil results in pure, clean olive pit granules which - when crushed - create a fantastic exfoliant for personal care. To produce olive oil, the olive is compressed as a whole, resulting in de-oiled cake which is then processed by specialised machines.

As part of a centrifugation process, olive pit fragments are separated from the pulp and subsequently cleaned, dried and screened based on their particle sizes. The result is a light beige powder which is then milled to produce ultra-fine grades.



INCI Name: Olea Europaea Powder 100%

Suggested Use Level: Unrestricted, 1-15% recommended

Suggested Application: Skincare (Face & Body), Hair Care, Scalp Care, Colour Cosmetics

Degree of Naturality ISO 16128: NOI 1 | NI 1

COSMOS: No

1KG OF OLIVE CRUSH™
IS MADE FROM THE SEEDS OF

1,500

UPCYCLED OLIVE PITS

	PARTICLE SIZE	APPEARANCE	APPLICATION	
MICRO	100 - 300 (µm)	Ultra-fine particles, light yellow/beige	Facial polish	



Olive CRUSH™

AN OIL-ABSORBENT ACTIVE POWDER

Olive CRUSH™ ACTIVE is a cleansing, oil-absorbent to absorb 87.5g/100g of oil; nearly 34% more than talc.

In addition to being well-suited to skincare and haircare applications, Olive CRUSH™ ACTIVE is ideal for colour cosmetics including natural (and sustainable!) CC/BB creams and makeup primers.



CLEANSING

OIL ABSORBANT (SEE PAGE 10)



INCI Name: Olea Europaea Powder 100%
Suggested Use Level: Unrestricted, 1-15% recommended
Suggested Application: Skincare (Face & Body), Hair Care, Scalp Care, Colour Cosmetics
Degree of Naturality ISO 16128: NOI 1 | NI 1
COSMOS: No

1KG OF OLIVE CRUSH™ ACTIVE IS MADE FROM THE SEEDS OF
1,500
 UPCYCLED OLIVE PITS

	PARTICLE SIZE	APPEARANCE	APPLICATION	
ACTIVE	<50 (µm)	Finely-milled powder, light yellow/beige	Skin, hair, makeup	

White Rice

CRUSH™



A NATURAL & SUSTAINABLE EXFOLIATING POWDER MADE FROM WHITE RICE

White Rice CRUSH™ is a gentle, natural exfoliator made from white rice. Rice particles work to gently remove dead skin cells without irritating the skin, leaving skin feeling fresh and revitalised. Available in 4 grades (including an active grade), White Rice CRUSH™ can be used within a variety of skincare applications including polishes, soaps and face & body scrubs.

UPCYCLED RICE

The food production process can often result in leftover, damaged rice bran. We gain access to this raw material which is then finely milled, and upcycle it into a range of exfoliating scrubs and powders (White Rice CRUSH™) and an oil-absorbing active powder (White Rice CRUSH™ ACTIVE).

INCI Name: Oryza Sativa Germ Powder 100%




Suggested Use Level: Unrestricted, 1-15% recommended

Suggested Application: Skincare (Face & Body), Scalp Care

Degree of Naturality ISO 16128: NOI 0 | NI 0

COSMOS: No



	PARTICLE SIZE	APPEARANCE	APPLICATION	
MICRO	100 - 300 (µm)	Ultra-fine crystalline particles, white/beige	Facial polish	
SMALL	300 - 400 (µm)	Granular crystalline powder, white/beige	Facial scrub	
LARGE	300 - 750 (µm)	Crystalline powder, white/beige	Body scrub	

White Rice

CRUSH™

A CLEANSING, MATTIFYING & OIL-ABSORBING ACTIVE POWDER

White Rice CRUSH™ ACTIVE is a cleansing, oil-absorbing active powder.

Ideal for skincare, hair care and makeup applications, White Rice CRUSH™ ACTIVE works to cleanse and absorb the skin's natural oils, resulting in clean, mattified skin.

White Rice CRUSH™ ACTIVE is also an ideal base for colour cosmetics.



INCI Name: Oryza Sativa Starch 100%
Suggested Use Level: Unrestricted, 1-15% recommended
Suggested Application: Skincare (Face & Body), Hair Care, Colour Cosmetics
Degree of Naturality ISO 16128: NOI 0 | NI 0
COSMOS: No



	PARTICLE SIZE	APPEARANCE	APPLICATION	
ACTIVE	<8 (µm)	Finely-milled powder, white	Skin, hair, makeup	

POWER-BINDING

MATTIFYING

OIL ABSORBANT (SEE PAGE 10)

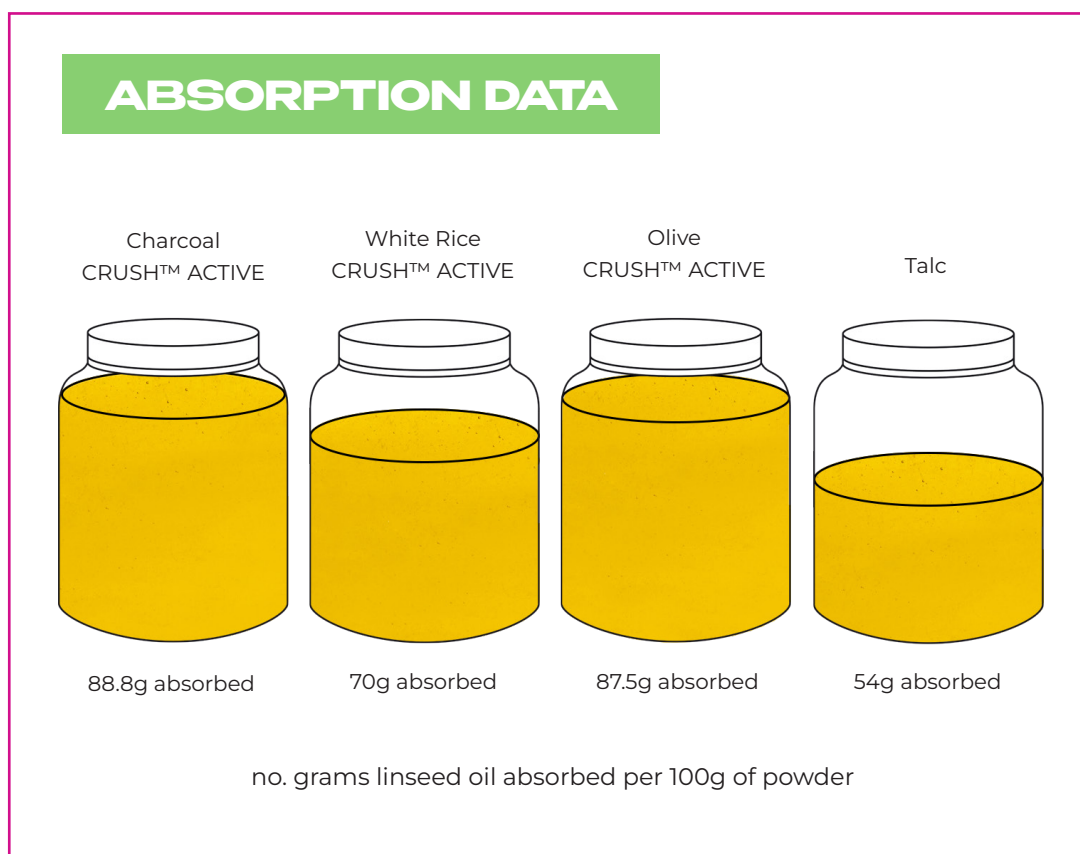
OIL ABSORPTION DATA

PHYSICOCHEMICAL TEST FOR OIL ABSORPTION OF FULL CIRCLE CRUSH™ ACTIVE POWDERS

A physicochemical test was performed in order to determine the level of oil absorption of CRUSH™ ACTIVE powders, utilising the ASTM D1483 test method. The test was performed with raw linseed oil.

RESULTS

Charcoal CRUSH™ ACTIVE absorbed 88.8g/100g - almost 90% of the oil. Olive CRUSH™ ACTIVE showed a similar result, absorbing 87.5g/100g of linseed oil. All CRUSH™ powders demonstrated significant absorbance activity, especially when compared to talc.





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