

PASSPORT



16932

ACB Rice Water SF



Start:

Active Concepts obtains rice sourced from the USA and North Italy.



Final stop:

A natural, plant-derived hair care ingredient able to hydrate and protect hair from the humidity: ACB Rice Water SF.



Upcycled rice water coming from the production of our rice solution is fermented with *Saccharomyces cerevisiae* and then filtrated to isolate the nutrient-rich water.

Road Map Tour

Beyond the common rice water:

A superior fermented ingredient for the beauty of your hair

Rice is the world's second most extensively cultivated cereal after corn. Although rice is not an aquatic plant, it does require a lot of water to grow. Cultivation underwater is more dominant than "dry cultivation." The large amounts of water required by rice is reused for many other purposes. For example, it is returned to the territorial water system after being reused up to three times for irrigation of other rice fields located downstream. It is also reused for energy production to raise the groundwater level and to feed the resurgences. In addition, rice fields are the habitat for many species of plants and animals, creating a natural environment with great biodiversity. This rich biodiversity survives thanks to the moisture and environmental conditions created by the rice fields. Taking inspiration from ancient traditions in which rice water was used to enhance the beauty of women's hair, Active Concepts utilizes upcycled rice water and improves its overall properties through a biofermentation process, resulting in a sophisticated, fermented rice water that's capable of donating to hair stunning anti-humidity and conditioning capabilities.

We want to be transparent in our supply chain from harvest to production. It's important to know where our raw materials come from and where they are going.

Safety & Toxicology

Non-phototoxic

Non-irritant to skin

Non-sensitizing

Non-irritant to eyes

Non-harmful to aquatic life

Regulatory

INCI: Oryza Sativa (Rice) Seed Water & Saccharomyces Ferment & Lactobacillus Ferment

CAS: 68553-81-1 & 8013-01-2 & 68333-16-4 (or) 1686112-36-6

EUROPE: Compliant

USA: Compliant

JAPAN: Compliant

CHINA: Compliant

Specification

ORIGIN: Botanical/Bacteria/Yeast

PRESERVATIVES: None

APPEARANCE: Hazy Liquid, Colorless to Yellow

SOLVENTS: None

USE LEVEL: 1.0-10.0%



Environmental Impact

Active Concepts Production

0.199 kg CO2e per kg

0.422 kW energy per kg

91.07% Biodegradable after 28 days

0.486 litres water per kg

0.540 kg compost per kg

Animal Welfare

Never tested on animals and made from non-animal-derived ingredients. Neither we or our supply chain have allowed contact with any animal products, animal by-products, or derivatives.



Ethical Trade

Our suppliers adhere to recognized territorial projects and are devoted to conserving the environment and landscape, as well as encouraging sustainability procedures that respect environmental quality and territorial agricultural activity.



Community Welfare

Collaborating with family-run suppliers close to our manufacturing countries helps support local communities, farming traditions, and agricultural excellence.



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