

PASSPORT



20964

AC Vegan Keratin OS



Start:

Chickpeas are sourced from Argentina; lentils and apricot oil are sourced from the USA; and quinoa is sourced from Peru.



Road Map Tour

A vegan and sustainable, hydrolyzed keratin alternative in an oil-soluble form

Hydrolyzed keratin is a go-to strengthening protein for hair care. While naturally derived, hydrolyzed keratin is conventionally prepared from keratin-containing animal parts such as sheep's wool. However, intensive sheep farming methods can cause grave damage to the environment, from land clearing and deforestation to forest fires and the loss of wildlife biodiversity. Intensive farming also places great strain on natural resources such as food and water. On average, only thirty-two percent of sheep are raised for more than one purpose (e.g., wool, meat, and breeding). According to the World Resources Institute, the production of animal-based products tends to have higher greenhouse gas emissions (GHG) compared to plant-based crops, driving the need for more sustainable, plant-derived alternatives to animal-derived products. Crops, such as chickpea, lentil, and quinoa, are rated as having a low GHG impact per gram of protein compared to a high impact for animal sources.

As the rise of ethical consumerism translates into a shift toward products with no animal derivatives, the growth of vegan beauty products is favorable. Active Concepts has taken to the food industry to develop an oil-soluble, functional equivalent of hydrolyzed keratin, using hydrolyzed plant proteins from a trio of superfoods – chickpea, lentil, and quinoa. This selective combination in an apricot oil base provides a plant-based, non-GMO, gluten-free product without the concern of questionable, animal-derived products.

Active Concepts

Active Concepts obtains materials and hydrolyzes chickpea, lentil, and quinoa proteins, initiated by the probiotic bacteria, *Lactobacillus bulgaricus*, to obtain a controlled keratin peptide.

Active Concepts

Final stop:

A biomimetic and vegan alternative to hydrolyzed keratin protein is created: AC Vegan Keratin OS



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: Prunus Armeniaca (Apricot) Kernel Oil & Lens Esculenta (Lentil) Seed Extract & Hydrolyzed Cicer Seed Extract & Chenopodium Quinoa Seed Extract

CAS: 68650-44-2 & 90063-40-4 & 92113-26-3 & 225234-01-5

EUROPE: Compliant

USA: Compliant

JAPAN: Compliant

CHINA: Compliant

Specification



Environmental Impact

Active Concepts Production



0.20 kg
CO2e per kg



2.74 kW
energy per kg



90.1%
Biodegradable
after 28 days



0.71 litres
water per kg



0.36 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 focus on energy conservation and renewable energy in an effort to be as earth-friendly and people-friendly as possible. This includes reducing soil erosion and utilizing sustainable packaging so that every step of the process is as sustainable as possible.



Community Welfare

Our suppliers are providing opportunities for both impoverished children and small farmers. This includes providing food and education to children who, otherwise, would not receive the same care, as well as sustainable land care, making it possible for small farmers and their families to have housing on the land indefinitely.

