

PASSPORT



12011

# AC AmaraSense



## Start:

Upcycled leftovers of white willow bark, licorice root, and artichoke are the starting raw materials to obtain a natural bitter complex.



## Final stop:



The final product is AC AmaraSense, a sensorial cosmetic active ingredient able to boost intracellular calcium levels by unlocking skin's natural bitter receptors.

Our manufacturing sites process the licorice pomace, residues of white willow bark, and artichoke leftovers. *Lactobacillus* ferment is added as the natural antimicrobial.

## Road Map Tour

A blend that can stimulate cutaneous bitter taste receptors, resulting in a significant calcium influx and promoting radiant skin.

We want to be transparent in our supply chain from harvest to production. It is 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

The finest licorice in the world is thought to originate from southern Italy. Active Concepts utilizes licorice pomace, a by-product of licorice root processing by a food company located in Calabria, southern Italy. White willow bark originates from Croatia, it is obtained from by-product of willow biomass utilized as renewable energy from industries. The willow biomass is sourced from willow stems which have been chipped on the site of our suppliers. This helps to reduce weight and volume for transportation, also helping to reduce our CO<sub>2</sub> footprint in turn. Artichoke extract derives from bracts and stems that are discarded from a food manufacturer located in Calabria, southern Italy. When combined, topical application of these bitter ingredients encourages skin homeostasis, as well as moisturizing and anti-aging benefits.

## Regulatory

INCI: Water & Glycyrrhiza Glabra (Licorice) Root Extract & Salix Alba (Willow) Bark Extract & Cynara Scolymus (Artichoke) Leaf Extract & Lactobacillus Ferment

CAS: 7732-18-5 & 84775-66-6 & 84082-82-6 & 84012-14-6 & 1686112-36-6 (or) 68333-16-4 (or) 9015-54-7

Globally Compliant



## Specification

ORIGIN: Botanical

PRESERVATIVES: None

APPEARANCE: Clear to Hazy Liquid, Medium Amber to Brown

SOLVENTS: Water

USE LEVEL: 2-5%

## Environmental Impact

Active Concepts Production

0.199 CO<sub>2</sub>e per kg

2.871 kW energy per kg

92.7% Biodegradable after 28 days

1.063 litres water per kg

0.799 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

It is essential for us to collaborate with businesses that are dedicated to sustaining environmental standards and high quality for their products. In addition to converting to sustainable fuels from fossil fuels, our licorice supplier has solar panels installed to meet 90% of his energy needs.



## Community Welfare

By biological farming and rigorous safety and authenticity criteria, our supplier is committed to upholding the product's original quality and fostering the Italian licorice legacy. The same can be said about our artichoke provider, who continues a long-standing tradition by gathering artichokes from the wild.

