

PASSPORT



21027

AC Blue'Nette Toner



Start

Our suppliers source butterfly pea flowers and peas to our three manufacturing sites.



Final

AC Blue'Nette Toner is a sustainable and innovative solution designed to counteract warm orange tones in brown hair, slow color fading in dyed hair, protect against humidity, and provide hydration.



Our manufacturing sites employ cross-linking technology using secondary metabolites from butterfly pea flower in combination with pea starch. Finally, *Lactobacillus* ferment lysate is added as an antimicrobial.



Road Map Tour

Pigment-free alternative for cool brown tones of hair

Various synthetic pigments are utilized in cosmetic formulations to achieve desired color, and blue pigments are also utilized in blue-pigmented shampoos to cover up unwanted warm tones in brown hair. Our goal was to develop a sustainable, eco-friendly substitute for synthetic blue pigments, utilizing environmentally friendly components and sustainable production methods. By utilizing regional suppliers, we can turn sustainable botanical extracts into our final product Blue'Nette Toner. Butterfly Pea Flowers are harvested in North Carolina for our headquarters; Veneto region for our Italian manufacturing site; Thailand for the Taiwanese manufacturing site. We extract pea starch from whole peas using a cradle-to-cradle technique, ensuring no part goes to waste. The peas are sustainably sourced from Michigan, USA; Sicily, Italy; and the Changhua region in Taiwan to support their respective manufacturing sites.

We are 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: Clitoria Ternatea Flower Extract & Lactobacillus Ferment Lysate & Pisum Sativum (Pea) Starch

CAS: 999999-99-4 & 68333-16-4 (or) 92128-79-5 & 90082-41-0

EUROPE: Compliant

USA: Compliant

JAPAN: Compliant

CHINA: Compliant



Specification

ORIGIN: Botanical

PRESERVATIVES: None

APPEARANCE: Clear to Slightly Hazy Liquid
Light to Dark Blue

SOLVENTS: Water

USE LEVEL: 1-20%

Environmental Impact

Active Concepts Production

0.051 kg CO2e per kg

1.166 kW energy per kg

92.1% Biodegradable after 28 days

0.483 litres water per kg

0.604 kg compost per kg

Animal Welfare

Never tested on animals and made from non-animal-derived ingredients. Neither we nor our supply chain have allowed contact with any animal products, animal by-products, or derivatives.



Ethical Trade

Our North Carolina supplier prioritizes consciousness in operations, including biodiversity care, product packaging, and delivery. They aim to use markets to solve social and environmental problems and are proud to be one of the few farms with B Corp Certification®.



Community Welfare

The Thai supplier strives for equal opportunity and female employment rights. They support a foundation weekly with unused production supplies, ensuring no waste. They also provide unused products for their associates for private consumption.

