

PERSONAL CARE NEEDS TO CLEAN UP ITS ACT

A Swedish startup has a solution to the millions of plastic bottles that go from bathrooms to landfill – just add water

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athrooms are awash with single-use plastic, from toothpaste tubes to soap dispensers – 520 million shampoo bottles go to landfill in the UK every year.

Created by Swedish design studio Form Us With Love, FORGO's first product, a powder-to-liquid hand wash and a reusable glass bottle, debuted at Stockholm Design Week in February 2021. "We were frustrated by the amount of plastic waste which could be avoided if brands offered sustainable and convenient alternatives," explains FORGO co-founder Allon Libermann. "With our product, you should never need to throw any plastic away."

Besides minimising waste, the lightweight powder greatly reduces carbon emissions. "We're shipping five per cent of the volume of a typical full bottle," says Libermann, who claims that each 12g sachet

produces just 15 per cent of the total emissions generated by a typical single-use bottle of soap. The packaging is also recyclable and compostable, and many ingredients are inventively eco: scents are distilled from wood scraps from timber yards and leftover peel and pulp from organic juicing plants.

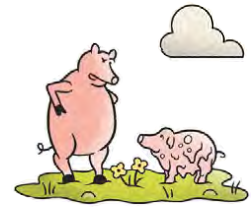
While FORGO's powder-to-liquid formula presents a simple solution to plastic pollution, the production process hasn't been without its complications. "The industry is so heavily invested in bottling, and there is no economic incentive for factories to move away from manufacturing single-use products," Libermann says. "We're telling suppliers that are so accustomed to making liquid ingredients to give us those same ingredients in their dry form, which are simpler to create, but not as readily available."

In the same vein, the brand – which has other bathroom essentials including body wash and mouth care products in the pipeline – is still seeking to redesign its plastic bottle-pump. "Pumps today are



designed to be thrown away. We know how to re-engineer the whole pump using steel, but we haven't found a factory willing to do it," says Libermann.

Still, Libermann believes that a radical rethink of product packaging is needed. "Brands use marketing initiatives like recycling and carbon offsetting to win customers over, but these don't fix the problem," he says, adding that while rates of plastic recycling have gone up in many parts of the world, plastic is not infinitely recyclable, and eventually has to be thrown away. "We hope that consumers will become more informed about sustainability issues, and see that what we're doing is better than these symbolic gestures," says Libermann. **Delle Chan** *forgo.se*



Grease is the word: putting lab-grown fat on the menu

Everything from burgers to bread has fat added to it, but animal-derived fats create a unique sensory experience – from mouthfeel to the way it sizzles on a grill. "Fat is the most important thing in the world to me and Ed," says Max Jamilly, a biologist and co-founder of Hoxton Farms, a UK cultured meat startup he set up with mathematician and friend Ed Steele. The pair recently raised £2.7m in seed funding for their plan to make animal fat without the animals by using computational modelling to improve on current cell culture methods. Starting with a few animal cells, they'll use their models to fine-tune the properties of fat grown in bioreactors, allowing for custom flavours or tailoring for use in industries such as cosmetics. A scalable prototype for fat production is expected in the next 18 months – bringing fake fat to your frying pan.

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