

TRAINING DOCUMENT



TM

PIONEERING
SKINCARE.
REGENERATIVE
BY DESIGN.



BRAND STORY



UpCircle was founded by siblings Anna and Will. Back in 2015, they had a thought:

“If we’re throwing away a cafetière full of coffee grounds every morning, how much is going to waste from coffee shops all over London?”

A lot, as it turns out. So they decided to do something about it. They began collecting coffee from cafés all over the city and giving them a new lease of life as skincare products. And UpCircle was born.

Fast forward and now UpCircle have saved hundreds of tonnes of valuable ingredients from being discarded. We infuse upcycled ingredients into every single product.

Our brand name encapsulates our core purpose: sustainability and promoting the power of the circular economy. UpCircle also hints at ‘upcycling’, the process of making something better from things that already exist.

We’re proud to be the UK's #1 upcycled beauty brand.

BRAND MISSION



Nature gives us lots of wonderful ingredients that make our skin healthier and more radiant – like used coffee grounds, brewed chai spices and discarded fruit stones.

But they often end up going to landfill. Why should all that good stuff go to waste?

It shouldn't. That's why, at UpCircle, we elevate leftover natural ingredients, bringing them back to life as beauty products your skin will love.

OUR VALUES



QUALITY

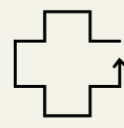
The highest quality ingredients. For the best possible results.



VEGAN



ORGANIC



DERM APPROVED



CRUELTY-FREE

OUR PROMISE

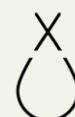
We'll never compromise on our mission to leave the world better than we found it.



OCEAN FRIENDLY



PLASTIC NEGATIVE



PALM OIL FREE



CHILD SAFE (3m+)

THE CONCEPT

We use upcycled ingredients in every UpCircle product.



100% RECYCLABLE PACKAGING



REPURPOSED



FIGHTING WASTE



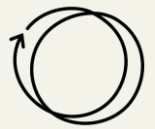
REEF SAFE

OUR INGREDIENTS

WHAT INGREDIENTS DO WE REPURPOSE?



OUR INGREDIENT JOURNEY



THE BIRTH

THE HARVEST

INTERCEPTION

REBIRTH

LET'S CALL THIS LIFE #1

THE INGREDIENT IS USED

DESTINED TO THROW?

A WHOLE NEW LIFE...
AS AN UPCIRCLE PRODUCT

A journey from seed to fruit.

In one way or another, the ingredient is consumed – but leaves something behind!

We say NO! Our ingredients are FAR too good for that.

*Transformation complete!
#GlowUp*

FOR EXAMPLE...

An olive grows on a tree!

The olive is squeezed to make olive oil leaving behind the crushed stones.

Olive stones are packed with antioxidants and act as an anti-inflammatory.

The olive stones are powdered and blended into our detoxifying face mask.

STORY-TELLING

WHAT ARE WE ASKING YOU TO SHOUT ABOUT?



WITH UPCIRCLE, YOU NO LONGER HAVE TO CHOOSE BETWEEN DOING THE RIGHT THING AND GETTING THE BEST RESULTS.

We're proud of our sustainability creds, but even more proud of our skin-loving formulations. The ingredients in every product are meticulously chosen for their skin-benefits, and not just because they're "circular". Take the maple bark extract in our Eye Cream as an example: High levels of ellagic acid, a powerful antioxidant, make the upcycled extract brilliant at strengthening and protecting the skin. We've then paired this with everyone's favourite active, hyaluronic acid, to hydrate and leave the skin plump. Yes, every UpCircle product is sustainable, but every UpCircle product also carries a premium formulation and transformative results.

WE BELIEVE SUSTAINABLE PRODUCTS SHOULD BE AVAILABLE TO ALL.

Price point shouldn't be a barrier to planet-friendly purchasing. Yes, ethical, sustainable, and fairtrade ingredients cost more, but we're committed to remaining a brand accessible for the majority and not the few. This means our products are both affordable and designed for everyone to use. We're body positive, gender-neutral, represent all ages, and encourage diversity in all forms.

PROGRESS

WHAT KEY CALL OUTS CAN WE MAKE ABOUT OUR IMPACT?



- *We're a plastic negative certified brand*
- *We fund the removal of ocean bound plastic*
- *Multi award winning*
- *Sold in more than 40 countries*
- *Backed by derms, celebs and industry leading MUAs*
- *Hundreds of tonnes of ingredients upcycled into our products*
- *More than 100kgs of ingredients upcycled per day*
- *More than 20,000 5* reviews*
- *Every product infused with upcycled ingredients*
- *An UpCircle best-sellers sells every 90 seconds*
- *We rescue more than 20 different upcycled by-product ingredients*
- *We've refilled and returned more than 16,000 pieces of packaging through our packaging returns scheme*

FACE MOISTURISER



Suitable for all skin types

Rich in Vitamin E



Plastic-free packaging

Suitable for use everyday

UPCYCLED INGREDIENT: Finely-ground powder of discarded argan shells, a natural by-product of the argan oil industry and rich in antioxidant Vitamin E.

DESCRIPTION: A deeply hydrating, fast-absorbing face cream.

KEY INGREDIENTS:

- Aloe vera – prevents dark spots, deeply moisturising.
- Sage oil – soothes dryness and irritation.
- Linseed oil – helps skin to repair, great for rosacea, eczema and psoriasis.

SKIN TYPE: All.

EFFECTS:

- Nourishes and brightens the skin.
- Relieves dry, itchy skin.
- Balances the skin and diminishes appearance of minor scarring.

GOOD FOR: All skin types, dry skin, irritation, redness.

GOOD TO KNOW: Often recommended by makeup artists, this moisturizer is perfect for use beneath makeup.

SALES TIP: Easily blends with SPF and tanning drops.

HOW TO USE: Apply to clean, dry skin. Massage in until the cream absorbs.

ALSO: Plastic-free packaging. Fresh, herbal scent – comes from the sage oil.

FACE SERUM



Multi award-winning best-seller!

Brightening effect from caffeine



Glass bottle

More than 2000 5* reviews!

UPCYCLED INGREDIENT: Coffee oil extracted from recycled coffee grounds.

DESCRIPTION: High in caffeine and antioxidants, coffee oil fades dark spots and brightens complexion.

KEY INGREDIENTS:

- Jojoba – hydrates and protects.
- Sea buckthorn – supports skin elasticity.
- Rosehip – promotes skin regeneration.

SKIN TYPE: All.

EFFECTS:

- Use morning or night to help boost collagen & keep skin firm.
- Lightweight on the skin but is packed with powerful actives. Will leave skin feeling moisturised and nourished.
- Light enough for those with oily skin, whilst nourishing enough for dry skin too.

GOOD FOR: Hyperpigmentation, mature skin, dark spots, scars.

GOOD TO KNOW: 100% natural. 98% organic.

SALES TIP: Rich in Vitamin C from rosehip & sea buckthorn oils.

HOW TO USE: Apply a few drops to finger tips & massage into skin. Can also be used as a hair / beard oil.

ALSO: Scent is floral, with a hint of coffee!



CLEANSING FACE BALM



Award-winning

Removes all makeup including mascara



Plastic-free packaging

More than 800 5* reviews!

UPCYCLED INGREDIENT: *Finely-ground powder of discarded apricot stones, a natural by-product of the apricot oil industry and rich in antioxidant Vitamin E.*

DESCRIPTION: *An everyday cleansing balm to gently remove makeup (including mascara), pollution and impurities.*

KEY INGREDIENTS:

- Sea buckthorn – naturally hydrating. Helps skin retain elasticity.
- Rosemary – prevents breakouts and revives skin.
- Oat oil – protects against pollutants and soothes maturing and sensitive skin.

SKIN TYPE: All.

GOOD FOR:

- This balm is best used as the first cleanse as it breaks down make-up, SPF and any oils (sebum, sweat) on the surface of the skin.
- Follow with a water-based cleanse (like our chai soaps) to remove any impurities in the pores.

HOW TO USE: *Massage a coin-sized amount between your fingers and onto face in upward circular motions. Remove with a warm, damp cloth to reveal a clearer, brighter complexion.*

GOOD TO KNOW: *100% natural.*

SALES TIP: *Has a fresh, zingy, energising citrus scent!*

EYE CREAM



Contains hyaluronic acid to plump

Brightening effect from caffeine



UPCYCLED INGREDIENTS: Coffee oil extracted from repurposed grounds and skin-soothing maple bark extract, a by-product of the wood industry.

DESCRIPTION: A gentle eye cream to brighten, refresh and renew, reducing the appearance of dark circles and fine lines.

KEY INGREDIENTS:

- Cucumber extract – tightens and firms the skin, relieves puffy skin.
- Coffee extract – packed with Vitamin E for dark circles.
- Maple extract – protects delicate skin, boosts collagen production.

SKIN TYPE: All. Very gentle, good for mature skin.

EFFECTS:

- Use morning or night to help boost collagen and keep skin firm.
- Contains salicylic acid which helps to tighten the skin.
- Rich in antioxidants and acts as an anti-inflammatory, reducing redness and helping skin appear brighter.

GOOD FOR: Tired, puffy or sore eyes. Suitable for use morning and night.

GOOD TO KNOW: Should be the first part of the moisturising section of your routine.

SALES TIP: Smells like a caramel latte!

HOW TO USE: Dab onto the delicate eye area and allow the cream to soak into the skin.

NIGHT CREAM



Unscented

Your skin's best night sleep yet!

UPCYCLED INGREDIENT: The antioxidant-rich extract of repurposed blueberries, a by-product of the juicing industry.

DESCRIPTION: Rich in Vitamin A, cold-pressed blueberry extract protects against blue light and is a source of pro-retinol that works to minimise the signs of ageing skin.

KEY INGREDIENTS:

- Replenishing niacinamide to even skin tone
- Hyaluronic acid to hydrate
- Rosehip oil to promote overnight skin regeneration.

SKIN TYPE: The night cream is unscented and suitable for all skin types.

EFFECTS:

This replenishing blend of ingredients make skin better at protecting itself against breakouts and retaining water, resulting in minimised pores, evened skin tone, smoothed lines and strengthened skin.

GOOD FOR: Very sensitive skin.

GOOD TO KNOW: Also contains Jojoba oil which is packed with antioxidants and minerals that provide deep hydration throughout the skin barrier.

FUN FACT: 1kg of blueberry extract contains the oil of 800,000 berries which would have otherwise gone to waste!



Plastic-free packaging

Designed to regenerate skin overnight

MINERAL SPF



Plastic free and
refillable packaging

Blends seamlessly
into the skin



Multi award
winning

UVA and UVB
filters



UPCYCLED INGREDIENT: Made with upcycled raspberry seed oil, a by-product of the juicing industry. High in Vitamins A and E which boost collagen production and protect the skin against free radical damage (environmental pollution).

DESCRIPTION: A high-performance broad spectrum mineral sunscreen designed for all skin tones. Formulated with non-nano zinc oxide to protect skin and leave nothing but a natural glow.

EFFECTS: This lightweight sunscreen is both ultra-hydrating and fast-absorbing, with soothing aloe vera and non-comedogenic sunflower oil for effortless absorption.

KEY INGREDIENTS:

- Non nano zinc oxide: Naturally occurring mineral that sits on top of your skin to create a barrier and reflect the sun's powerful UV rays.
- Glycerin: Locks in moisture on the skin's surface layer to support the natural skin barrier.

SUITABLE FOR: Children from the age of 3 months and above.

GOOD TO KNOW: Ocean friendly / reef safe.

SALES TIP: Our silicone-free formula hydrates and nourishes your skin leaving you nothing but a smooth base for makeup. Being silicone-free means the clogging of pores and skin irritation is avoided, meaning it's suitable for all skin types, including sensitive skin.

FACE TONER



Fresh fruity scent

Spritz straight onto skin



Enriched with hyaluronic acid

Glass bottle

UPCYCLED INGREDIENTS: Anti-inflammatory residual water of green mandarin fruit, a by-product of the juicing industry, and skin-soothing chamomile stem extract, a by-product of the tea industry.

DESCRIPTION: Applied after cleansing, this balancing face toner helps to revitalise and refresh the skin.

KEY INGREDIENTS:

- Hyaluronic acid – helps skin to maintain moisture and appear full and bouncy.
- Glycerin – relieves dryness and softens the skin.
- Chamomile - improves blood flow and helps the skin to appear brighter and more refreshed.

SKIN TYPE: All. Particularly good for dry / dehydrated skin.

EFFECTS:

- balances and refreshes the skin.
- high in antioxidants, which fight the signs of aging
- results in a complexion that looks plumper, brighter and more radiant.

GOOD FOR: Keeping in your handbag to keep skin hydrated throughout the day. Can be used as a cooling spray in the summer.

GOOD TO KNOW: Smells summery, fruity and refreshing!

SALES TIP: Can be spritzed lightly over makeup to set it.

HOW TO USE: After cleansing, apply to fingertips or cleansing pad and gently sweep over face. Can also be used as a mist - spritz over the face at any time to revitalise.

FACE SCRUBS



Plastic-free packaging!

Different blends for different skin types



Gentle and moisturising

Brightening effect from caffeine

UPCYCLED INGREDIENT: Made with top-quality Arabica coffee grounds sourced from artisan coffee shops.

DESCRIPTION: Buff away dry, dead cells to leave you feeling soft, smooth and glowy.

VARIANTS:

- Citrus Blend – for dry or dehydrated skin.
- Herbal Blend – for oily / combination / spot prone skin
- Floral – for sensitive skin.

EFFECTS:

- Use morning or night to gently exfoliate dead, dry skin.
- Coffee is fantastic for dull skin as the caffeine helps skin to appear bright and well rested. High level of antioxidants helps minimise the appearance of the signs of ageing, including fine lines and wrinkles.
- Scrubs are blended with unrefined raw shea butter to provide intense moisturisation to the skin post-scrub.

BEST USED: After cleansing, up to 3 times per week.

GOOD TO KNOW: Have a softer texture than our body scrubs, and specifically selected gentle oils to suit the different facial skin types.

SALES TIP: Act as a moisturiser as well as an exfoliator. For best results, use the UpCircle Scrub Tube Squeezer.

HOW TO USE: Dampen your face with warm water. Scoop out a dollop and gently apply to face in circular motions. Focus on areas such as the bridge of the nose and forehead before rinsing.

FACE MASK



For all skin types

Minimises pores and blackheads



Plastic-free packaging

Finalist in Vogue Beauty awards

UPCYCLED INGREDIENT: Finely-ground powder of discarded olive stones, a natural by-product of the olive oil industry and a powerful anti-inflammatory.

DESCRIPTION: A gently-detoxifying face mask to fight blackheads, minimise pores and prevent breakouts. Skin is left feeling cleansed, refreshed and balanced.

KEY INGREDIENTS:

- Kaolin clay – one of the most gentle clays. Draws out dirt and impurities helping to minimise pores.
- Aloe vera – soothes, hydrates and moisturises.
- Turmeric oil – leaves skin looking refreshed and bright, diminishes appearance of blemishes.

SKIN TYPE: All. Particularly good for spot-prone skin.

EFFECTS:

- Leaves skin soft, smooth and glowing.
- Praised for leaving skin clean, but moisturised – it's a gently hydrating mask which will not leave skin tight or dry.

GOOD FOR: Acne prone skin, large pores, blackheads, whiteheads.

GOOD TO KNOW: Plastic-free packaging, finalist in Vogue Beauty Awards.

HOW TO USE: Apply mask to damp skin in a thin layer and relax for ten minutes. Rinse with warm water or a damp cloth.

CHAI SOAPS



Palm oil free

Suitable for face and body

UPCYCLED INGREDIENT: Infused with aromatic chai spices, used to make chai syrups.

DESCRIPTION: Gently exfoliating natural soaps to purify and cleanse the skin.

VARIANTS:

- Cinnamon + Ginger – for dull looking skin.
- Fennel + Cardamom – for acne or spot prone skin.
- Chocolate Charcoal – for congested skin. Draws out toxins, good for minimising pores, blackheads.

EFFECTS:

- Made with a moisturising coconut base, to leave skin soft and hydrated.
- Gentle enough for daily use on face and body.
- Natural colours come from clay / activated charcoal.

GOOD FOR: Face AND body.

GOOD TO KNOW: Palm oil-free.

SALES TIP: Certified organic, 100% natural, plastic-free packaging.

HOW TO USE: Use these soaps by moistening with water and then applying to damp skin to create a lather. Rinse and enjoy that clean skin feeling!

ALSO: Our soaps are famous for their intoxicating scents!



Plastic-free packaging

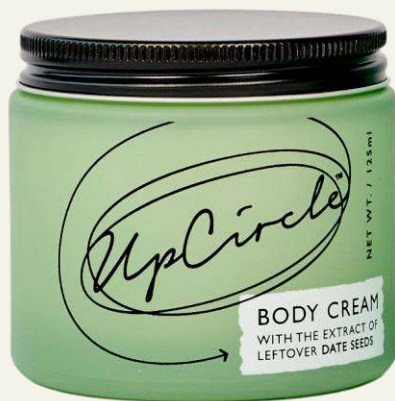
Certified organic



BODY CREAM



Clinically proven to improve skin tone and reduce redness.



Intensely moisturising

Winner of Get the Gloss award for Eco Hero!



UPCYCLED INGREDIENT: The antioxidant rich extract of leftover date seeds. The date seed extract we use has even been clinically proven to improve skin tone and reduce redness.

DESCRIPTION: Our Body Cream soothes even the most sensitive skin with a calming blend of ingredients, including hydrating shea butter and nourishing linseed and olive oil.

EFFECTS:

- Date seed extract works through vasoconstriction, minimising the appearance of thin blood vessels to reduce redness.
- Linseed oil helps to reduce inflammation and balance out the skin's own oils, making it excellent for those with rosacea, acne, eczema or dermatitis.

GOOD FOR: Mature skin. Cracked or scaly skin. Dry elbows and knees. Leaves skin soft and supple.

GOOD TO KNOW: Fast absorbing with a non greasy finish.

SALES TIP: Smells like a spa! Our most luxurious smelling product.

PACKAGING: Frosted glass bottle, aluminium lid and cardboard outer box. 100% plastic-free.

BODY SCRUBS



UPCYCLED INGREDIENT: Made with top-quality Arabica coffee grounds sourced from artisan coffee shops.

DESCRIPTION: Buff away dry, dead cells to leave you feeling soft, smooth and refreshed!

VARIANTS:

- Lemongrass.
- Peppermint.

EFFECTS:

- Caffeine stimulates blood flow and minimises the appearance of cellulite. The high level of antioxidants helps minimise the appearance of the signs of ageing, including fine lines and wrinkles.
- These scrubs pack a punch! The oils combine to create a refreshing herbal scent that gives your skin a revitalising boost. Excellent for clearing congestion and sinuses. Ideal for using in the shower in the morning!
- Scrubs are blended with unrefined raw shea butter to provide intense moisturisation to the skin post-scrub.

GOOD FOR: All skin types, stretch marks, cellulite.

GOOD TO KNOW: Use after cleansing, up to 3 times per week.

HOW TO USE: Apply to damp skin in circular motions. Leave for a few moments before washing off with water.

ALSO: Our body scrubs are the first product we launched!

Multi award-winning

Brightening effect from caffeine



Plastic-free packaging

Blended with shea butter

HAND + BODY WASH



100% natural

Fresh citrus scent



Glass bottle

Alcohol-free

UPCYCLED INGREDIENT: Anti-inflammatory residual water of organic kiwi fruit, a by-product of the juicing industry.

DESCRIPTION: A citrus-scented 100% natural hand wash to gently clean the hands.

KEY INGREDIENTS:

- Kiwi water – protects and invigorates the skin.
- Lemongrass oil – Antimicrobial, antibacterial, antifungal. Soothes dry skin and smells great!
- Mandarin oil – antiseptic and calming properties. Warm, floral citrus scent works in harmony with others included.

SKIN TYPE: All.

EFFECTS:

- Leaves hands and body feeling cleansed, fresh and lightly fragranced.
- Gentle vegan ingredients nourish and protect your skin.

GOOD FOR: Dry, irritated hands. Formulation is alcohol-free - kinder and gentler to your skin than hand sanitiser.

GOOD TO KNOW: Fresh, zesty scent.

SALES TIP: Luxurious glass bottle.

HOW TO USE: Massage a small amount into wet hands, building a lather, before rinsing thoroughly.

HAND + BODY LOTION



100% natural

Fresh citrus scent



Glass bottle

Alcohol-free

UPCYCLED INGREDIENT: Residual organic bergamot water, a by-product of the juicing industry.

DESCRIPTION: This uplifting lotion combines bergamot water with grapefruit and lemongrass oil, to uplift and invigorate the senses, whilst protecting and repairing the skin.

KEY INGREDIENTS:

- Grapefruit oil – contains Vitamins A and C to protect skin against free radicals
- Lemongrass oil – antimicrobial, antifungal and antibacterial

SKIN TYPE: All.

EFFECTS:

- Boost your mood and your skin barrier. Bergamot water has antibacterial properties that prevent congested pores and breakouts, whilst balancing sebum production. This non comedogenic formula makes the hand + body lotion perfect for all skin types.

GOOD FOR: Dry, irritated skin.

GOOD TO KNOW:

- Fresh, zesty scent to match the Hand + Body Wash.
- Also contains cocoa butter which is rich in antioxidants and fatty acids, like oleic and stearic, that deeply moisturise and nourish skin.

SALES TIP: Luxurious glass bottle.

THE PAMPER KIT



Try everything first!

Great for those with very sensitive skin

Travel-friendly!



Great mini gift!

DESCRIPTION: A sample pack containing the UpCircle best-sellers!

GOOD FOR: A pamper night in with friends, for taking on holiday, as a party favour, as a mini gift for bridesmaids, for Secret Santa / as a stocking filler, or as an accessible way to decide your faves before committing to the full-sizes!

INCLUDES:

- Organic Face Serum (1.5ml)
- Cleansing Face Balm (3ml)
- Face Moisturiser (3ml)
- Clarifying Face Mask (3ml)
- Eye Cream (1ml)
- Face Toner (3ml)
- Body Cream (5ml)
- Night Cream
- Hand + Body Wash
- Hand + Body Lotion
- SPF25 Mineral Sunscreen

SKIN TYPE: All.

GOOD TO KNOW: Cardboard box unfolds to tell brief story of the brand and brand values.

SALES TIP: Great as an impulse buy next to till points.

ACCESSORIES



All the extra items you need to make the most of your UpCircle goodies!

Ocean- friendly, plastic- free and biodegradable. If you' re looking for a green routine from start to finish, these products will help you on your way. Get ready to rid your routine of single- use wipes, cotton pads, cotton wool and disposable plastic razors!

The accessories range includes:

- Tube Squeezer

Squeeze out every last drop of scrub with this metal accessory.

- Soy Candles

Hand poured in Yorkshire, England, with repurposed ingredients infused into the vegan soy wax.

- Organic Muslin Cloths

Two organic cotton and bamboo muslin squares, secured in a cardboard sleeve.

- Organic Bamboo Cotton Buds

200 biodegradable buds. 100% plastic-free.

- UpCircle Wash Bag

House your UpCircle goodies in their very own 100% Fairtrade wash bag.

- Safety Razor

Plastic free chrome razor, suitable for face and body.

- Makeup Pads

7 reusable hemp and cotton makeup pads in a mesh wash bag.

- Cosmetic Spatulas

In two sizes, the larger one is best for using with the Body Scrubs and the smaller one is suitable for use with the Cleansing Balm, Face Mask and Moisturiser.



Natural.
Vegan.
Upcycled.



CAFFEINATED SKINCARE DUO



With our full size Eye
Cream and Face Serum
to brighten and hydrate.
*Crème Contour des Yeux
et Sérums Visage*

e 30ml / 1 fl. oz
15ml / 0.5 fl. oz



FACE SERUM:

Ingredients: Helianthus Annuus Seed Oil*, Carthamus Tinctorius Seed Oil*, Simmondsia Chinensis (Jojoba) Seed Oil*, Coffea Arabica Seed Oil, Hippophae Rhamnoides (Sea Buckthorn) Seed Oil*, Rosa Canina (Rosehip) Fruit Oil*, Rubus Idaeus (Red Raspberry) Seed Oil*, Rosa Damascena (Rose Otto) Flower Oil*, Calendula Officinalis Flower Extract*, Citrus Aurantium Bergamia Fruit Oil*, Pelargonium Graveolens Flower Oil*, Citrus Limonium Peel Oil*, Cymbopogon Martini Oil*, Vetiveria Zizanioides Root Oil*, Limonene*, Geraniol*, Linalool*, Citral*, Farnesol*, Benzyl Alcohol*, *Organic Ingredients.
*Natural constituent of essential oils listed.

HOW WE'VE DONE IT

1. Our products work.

And they make people feel good. Suitable for all ages, genders and skin types. Can't go wrong.

2. We're a small, independent brand.

We're an agile young brand doing genuinely cool, positive things.

3. We're innovative and unique.

How many other brands can claim to have saved literally HUNDREDS OF TONNES of ingredients from being thrown away?!

4. We're accessible.

Our products are ethical AND affordable. Price point shouldn't be a barrier to planet-friendly purchasing and sustainability should not be an elite privilege. Our most expensive product is \$23.

5. We're making a splash.

People are talking about us. Our press coverage is constant and extensive. We're really shaking things up in the beauty industry. Our brand is something you can be proud to support.



NEW PRODUCT DEVELOPMENT



We're working on the following new launches:

- Hand Cream
- Bath Salts
- Oat Cleanser
- Deodorant
- Lip Balm
- Shampoo Paste
- Gua Sha
- Soap Dish

Taking skincare to the next level. ←

PRESS

VOGUE

RECYCLED BEAUTY
UpCircle Beauty's natural skincare products are made from recycled coffee grounds and other upcycled ingredients. The brand's commitment to sustainability is reflected in its packaging, which is made from recycled materials and is 100% plastic-free.

UPCIRCLE BEAUTY
UpCircle Beauty's natural skincare products are made from recycled coffee grounds and other upcycled ingredients. The brand's commitment to sustainability is reflected in its packaging, which is made from recycled materials and is 100% plastic-free.

ALL GOOD THINGS
The beauty brands doing their part for you and the planet. By Twiggy Jalko

Forbes Billionaires Innovation Leadership Money

The Coffee-powered Economy: These Startups Turn Waste Into Useful Products

Maiko Scheffrath Contributor @

1 cover impact-driven start-ups, 1 job for Good & Social entrepreneurs

WWD

BEAUTY / BEAUTY FEATURES

How Beauty Is Trying to Solve Its Plastic Problem

In an industry known for single-use plastic packaging, beauty companies are doing some sustainable rethinking.

By Alison Collins and Ryma Chikhoune on April 22, 2020

GRAZIA

The 10 Best Vegan Moisturisers Worth Investing In

Upgrade your vegan beauty routine with one of these hard-working skin savours...

UpCircle Face Moisturiser, £18.99

Natural, vegan and plastic-free, beauty brand UpCircle make ingredients that otherwise would end up in landfill. So far, they've transformed over 250 tonnes of coffee grounds into sustainable skincare. Impressive, right? Well, tell us why this super lightweight moisturiser.

GOOD HOUSEKEEPING

New beauty launches worth knowing about this month

Perfect for your next pamper evening.

1 of 11

Body Cream with Date Seeds, £25

UPCIRCLE

BUY NOW

Eco-conscious brand UpCircle has released a new body cream this month. Enriched with shea butter, roseed, olive oil and the anti-inflammatory extracts of leftover date seeds, a by-product of date farming, this rich body cream promises to leave skin feeling ultra-hydrated.

Virgin

5.00 STORY 5.00 TITLINE 5.00 BUSINESS AT VIRGIN 5.00 LATEST

Five vegan brands you need to know about

UpCircle

BYRDIE

SKIN HAIR MAKEUP FRAGRANCE WELLNESS REVIEWS ABOUT US

13 Body Scrubs for Smooth, Flake-Free Skin

medically reviewed by [LILY TALAKOUB MD, FAAD](#) / Board-Certified Dermatologist

Best for Dry Skin: UpCircle Coffee and Lemongrass Scrub

VOGUEBUSINESS

SUSTAINABILITY

Beauty has a waste problem, and it's not packaging

The industry produces other forms of waste, and there, different startups offer a growing range of solutions. UpCircle Beauty makes formulas with ingredients from food companies that were being discarded — repurposing 8,000 mandarin oranges to date for its toner, for example, and over 350 tonnes of used coffee grounds in its eye cream and other products, according to the company.

WHO WHAT WEAR

TRENDS CELEBRITY STYLE OUTFITS BEAUTY THE LATEST

These 26 Incredible Beauty Brands Just So Happen to Be British

UpCircle Cleansing Face Balm (£19)

This award-winning balm is great for getting rid of makeup.

BARRON'S

EXPERIENCE

Good Company: UpCircle's Natural Skincare Made from Recycled Coffee Grounds

By Chabrier HARRIS July 18, 2020 2:15 PM PT

ELLE NEWS FASHION BEAUTY LIFE + CULTURE CHRISTMAS Q UK

ELLE

By-Product Beauty Is The Zero Waste Way To Close The Loop On Your Skincare Routine

— Upcycling old ingredients into new skincare.

By [GEMINI LAYNE](#) 10/10/2020

GET THE GLOSS

BEAUTY AWARDS

REVEALED: THE GET THE GLOSS BEAUTY AND WELLNESS AWARDS 2020 FINALISTS

UpCircle Beauty Body Cream, made from upcycled date stones

ECO HERO

This category recognises the efforts of products striving to be kinder to the planet whether through sustainable packaging, ingredients, ethos, campaigning or production.

REAL PEOPLE, REAL RESULTS



AWARDS



Contact Us!

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