





## OUR VISION

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Nature gives us lots of wonderful ingredients that make our skin healthier and more radiant – like used coffee grounds, brewed chai tea 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 COMMITMENT

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We believe that you shouldn't have to choose between doing the right thing and getting the best results.

With UpCircle, you get to enjoy the uplifting benefits of nature's own skin rejuvenators – and do the planet some good, too.

That's all round better skincare.



# QUALITY

The highest quality ingredients, for the best possible results.  
You'll feel the difference.



ORGANIC



NATURAL



# OUR PROMISE

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



OCEAN FRIENDLY



MADE IN UK



PALM-OIL FREE



HANDMADE



DERM  
APPROVED

# THE CONCEPT

We use at least one repurposed ingredient in every UpCircle product.



100% RECYCLABLE  
PACKAGING



PLASTIC  
NEGATIVE



REPURPOSED



SUSTAINABLE





## INGREDIENT SUSTAINABILITY

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Over 450 tonnes of used arabica coffee grounds diverted from landfill and transformed into our body and face scrubs.

375kg of brewed chai spices infused into our natural & organic soap bars.

The residual water of 20,000 mandarin oranges upcycled into our face toner.

The leftover pulp from 528,000 blueberries diverted from landfill & into our night cream – that's over 1800 jam jars full!

Each batch of eye cream uses the extract of the leftover bark from approximately 1 red maple tree.

Our body cream has rescued approximately 900,000 date seeds from going to waste.

Natural and Organic formulations certified by Soil Association and COSMOS. Certified B Corp.

Fully recyclable packaging & Certified Plastic Negative.

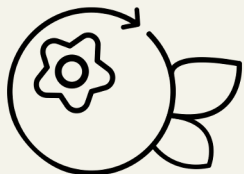
Vegan Society Approved & Leaping Bunny Certified.

All skincare products made by hand in the UK.



## OUR REPURPOSED INGREDIENTS

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BLUEBERRY  
EXTRACT



COFFEE  
GROUNDS



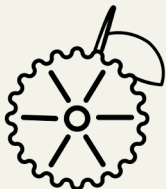
KIWI  
JUICE



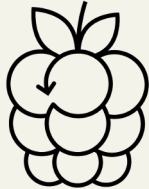
APRICOT  
STONES



FRUIT  
WATERS



BERGAMOT  
JUICE



RASPBERRY  
SEEDS



CHAMOMILE  
STEM



FLOWER  
PETALS



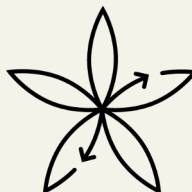
COFFEE OIL



OLIVE STONES



ARGAN  
SHELLS



CHAI SPICES



MAPLE  
BARK



DATE SEEDS

# OUR REPURPOSED INGREDIENTS



## THE BIRTH

LET'S CALL THIS LIFE #1

A journey from seed to fruit.



FOR EXAMPLE...

An olive grows on a tree!



## THE HARVEST

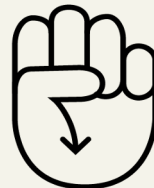
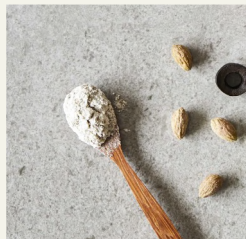
THE INGREDIENT IS USED

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



FOR EXAMPLE...

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



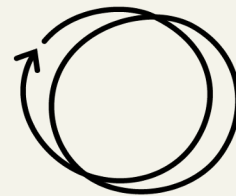
## INTERCEPTION

DESTINED TO THROW?  
We say no! Our ingredients are FAR too good for that.



FOR EXAMPLE...

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



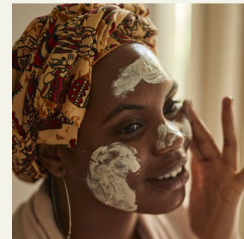
## REBIRTH

A WHOLE NEW LIFE...as an UpCircle product.  
Transformation complete!



FOR EXAMPLE...

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





# THE BESTSELLERS



BESTSELLER

## Face Moisturiser with Vitamin E + Aloe Vera

An award-winning deeply hydrating, fast-absorbing face cream to nourish and brighten the skin.

### Reused, repurposed, reloved:

This face cream is made with finely-ground powder of discarded argan shells, a natural by-product from women's coops in Morocco – fighting waste & supporting development of rural communities.

### Call out ingredients:

This moisturising day cream is suitable for all skin types. The naturally Vitamin E rich argan shell powder is combined with skin-soothing cocoa butter, aloe vera, glycerin, sage oil and blood orange.



BESTSELLER



£20.99

\$26.00

€23.99





BESTSELLER



£20.99

\$26.00

€23.99

## Night Cream with Hyaluronic Acid + Niacinamide

An unscented night cream to fight the signs of aging, suitable for all skin types.

Reused, repurposed, reloved:  
This night cream is made with the antioxidant-rich extract of repurposed blueberries, a by-product of the juicing industry. Rich in Vitamin A, the cold-pressed extract protects against blue light and is a source of pro-retinol that works to minimise the signs of ageing skin.

Call out ingredients:  
Formulated with niacinamide to even skin tone, hyaluronic acid to hydrate, rosehip oil to promote overnight skin regeneration & pro-retinol to improve age related concerns.



## Organic Face Serum with Coffee + Rosehip Oil

Multi award-winning hydrating face serum for all skin types with jojoba, sea buckthorn and rosehip oils.

Dermatologically approved.

### Reused, repurposed, reloved:

This 100% Natural & 98% Organic Serum is made with coffee oil sourced from used coffee grounds.

### Call out ingredients:

Use our organic face oil morning and night to help boost collagen and keep skin firm. Rich in Vitamin C, antioxidant-rich coffee and rosehip oils fade dark spots and scars whilst brightening the complexion.



BESTSELLER



£16.99

\$22.00

€18.99



BESTSELLER



£20.99

\$26.00

€23.99

## Cleansing Face Balm With Oat Oil+ Vitamin E

A multi award-winning everyday cleansing face balm to gently remove makeup (including mascara), pollution and impurities. Skin is deeply cleansed, soothed and hydrated.

### Reused, repurposed, reloved:

This multi award-winning cleansing balm for sensitive skin is made with the finely-ground powder of discarded apricot stones, a natural by-product of the apricot oil industry and rich in antioxidant Vitamin E.

### Call out ingredients:

The balm is dermatologically approved and suitable for all skin types. Apricot powder is combined with skin-calming blackcurrant seed, blue tansy and sea buckthorn oils.





## Face Scrub with Coffee (Citrus Blend)

A natural face scrub formulated for dry, dehydrated skin with rosehip, sweet orange and lemon verbena essential oils.

### Reused, repurposed, reloved:

This scrub is made with top-quality Arabica coffee grounds sourced from artisan coffee shops.

### Call out ingredients:

Orange oil acts as both an antiseptic and anti-inflammatory. Perfect for soothing redness and irritation, whilst uplifting lemon verbena helps to tone the skin. With strong antiseptic properties, our natural face exfoliator can also help treat acne and spots for a clear complexion.



BESTSELLER



£16.99  
\$22.00  
€18.99



RRP: £19.99 / \$25 / €21.99



FACE TONER  
WITH HYALURONIC ACID

RRP: £21.99 / \$26 / €23.99



FACE MASK  
WITH KAOLIN CLAY

RRP: £27.49 / \$34 / €32.99



SPF 25 MINERAL SUNSCREEN

CLEANSING FACE MILK  
WITH ALOE VERA + UPCYCLED OAT



RRP: £19.99 / \$30 / €22.99

EYE CREAM  
WITH CUCUMBER,  
HYALURONIC ACID + COFFEE



RRP: £19.99 / \$25 / €21.99

CLEANSING SOAP BAR  
WITH FENNEL + CARDAMOM  
OR CINNAMON + GINGER



RRP: £5.49 / \$10 / €6.49

RRP: £19.99 / \$30 / €22.99



**SHAMPOO CRÈME**  
WITH COCONUT AND GRAPEFRUIT OILS

**BODY SCRUBS**  
WITH COFFEE + SHEA BUTTER



RRP: £16.99 / \$22 / €18.99

RRP: £19.99 / \$30 / €22.99



**BATH SALTS**  
WITH EPSOM, SEA AND  
HIMALAYAN PINK SALT

**BODY CREAM**  
WITH ALOE VERA + COCOA BUTTER



RRP: £21.99 / \$30 / €24.99

WASH: £14.99 / \$18 / €16.49  
LOTION: £16.99 / \$22 / €18.99



**HAND + BODY WASH**  
WITH LEMONGRASS +  
KIWI

**HAND + BODY LOTION**  
WITH BERGAMOT +  
VITAMIN E

**HAND CREAM**  
WITH UPCYCLED HIBISCUS FLOWER



RRP: £19.99 / \$30 / €22.99

## Caffeinated Skincare Duo

### ORGANIC FACE SERUM

Sea buckthorn keeps your skin supple and antioxidant-rich coffee oil helps minimise the appearance of dark spots. Rosehip and jojoba oils keep everything calm and soft. 100% Natural.

### EYE CREAM

This refreshing and renewing eye cream contains upcycled coffee oil to brighten and hyaluronic acid to hydrate and plump. Skin-soothing maple bark extract helps minimise the appearance of dark circles and fine lines.



*Full size products  
packaged together!*

*Save 15% against  
buying separate.*



BESTSELLER



**£31.39**  
**\$40.00**  
**€34.99**



£49.99  
\$62.00  
€56.49



## Day and Night Hydration

### FACE MOISTURISER

A deeply hydrating, fast-absorbing face cream that nourishes and soothes skin. Formulated with antioxidant-rich cocoa butter to moisturise and argan powder to protect.

### NIGHT CREAM

Formulated with niacinamide to replenish the skin's natural barrier and hyaluronic acid to boost hydration. Rosehip regenerates overnight for brighter, softer skin.

### ORGANIC FACE SERUM

Sea buckthorn keeps your skin supple and antioxidant-rich coffee oil helps minimise the appearance of dark spots. Rosehip and jojoba oils keep everything calm and soft.

*Full size products  
packaged together!*



*Save 15% against  
buying separate.*



## Cleanse, Tone, Moisturise

### CLEANSING BALM

Formulated with skin-soothing oat oil and antioxidant-rich apricot powder, this everyday cleansing balm leaves your skin soft, smooth and deeply cleansed.

### FACE TONER

A balancing face toner, contains hyaluronic acid to plump the skin, chamomile extract to soothe and glycerin to moisturise and brighten.

### FACE MOISTURISER

A deeply hydrating, fast-absorbing face cream that nourishes and soothes skin. Formulated with antioxidant-rich cocoa butter argan powder to moisturise and protect.

*Full size products  
packaged together!*

*Save 15% against  
buying separate.*



£52.49  
\$65.00  
€58.99



## Hand + Body Duo

### HAND + BODY LOTION

A lotion that absorbs quickly without feeling greasy and leaves skin moisturised with a fresh citrus scent. Jojoba oil and cacao butter deeply soothe whilst grapefruit and lemongrass oils uplift the senses.

### HAND + BODY WASH:

An invigorating, non-drying hand + body wash contains organic kiwi water plus orange, lemongrass and peppermint oils to leave your skin feeling cleansed, fresh and fragrant.

*Full size products  
packaged together!*

*Save 15% against  
buying separate.*

£28.49  
\$36.00  
€31.99



## ACCESSORIES

SAFETY RAZOR + STAND – ORGANIC MUSLIN CLOTHS – MAKE UP REMOVER PADS  
WASH BAG – TOTE BAG – DRAW STRING BAG – TUBE SQUEEZER KEY  
PAMPER KIT – BAMBOO COTTON BUDS – COSMETIC SCOOPS – EYE ROLLER – GUA SHA





# SOY WAX VEGAN CANDLES

RRP £21.99 / \$30 / €24.99



VEGAN SOY CANDLE  
CHAI LATTE



VEGAN SOY CANDLE  
ESPRESSO MARTINI



## MINI / TRAVEL RANGE

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Bringing our best-sellers into a retail-friendly format with 50% lower price points and clarified on-pack messaging, to increase rate of sale and repeat purchasing! All priced under £15/\$15/€18 RRP.



## MORE TO COME IN 2023...

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**HOME MIST**  
WITH LEMONGRASS + UPCYCLED  
GRAPEFRUIT WATER



**LIP BALM**  
WITH UPCYCLED HEMP SEED OIL  
+ SHEA BUTTER



**TRAVEL TIN**  
NEW ACCESSORY FOR CLEANSING  
SOAP BARS

**PERFUME**

**HAIR CONDITIONER**

**WATERBASED SERUM**

**MORE ACCESSORIES...**

**YES.**  
*It's launch time*

# RECENT HIGHLIGHTS

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RECEIVED **LEAPING BUNNY + VEGAN SOCIETY** CERTIFICATION



**LAUNCHED CAMPAIGNS**

SUPPORTING COP26,  
MAKING PUBLIC SEXUAL  
HARRASSMENT A CRIME +  
IMPLEMENTING  
EDUCATION AGAINST  
GENDER VIOLENCE



LAUNCHED OUR  
“**RETURN, REFILL,  
REUSE**” SCHEME



**DONATED TO CHARITIES,**

INCLUDING MIND, AKT,  
TREES FOR CITIES + THE  
ALBERT KENNEDY  
TRUST



**SPOKE AT INDUSTRY EVENTS**  
INCLUDING CHANGE  
NOW SUMMIT, CLEAN  
BEAUTY CONNECT +  
SUSTAINABLE  
COSMETICS SUMMIT



ACHIEVED B-CORP  
STATUS

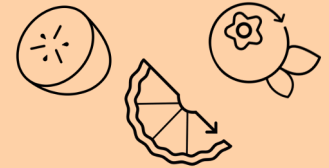
**Certified**



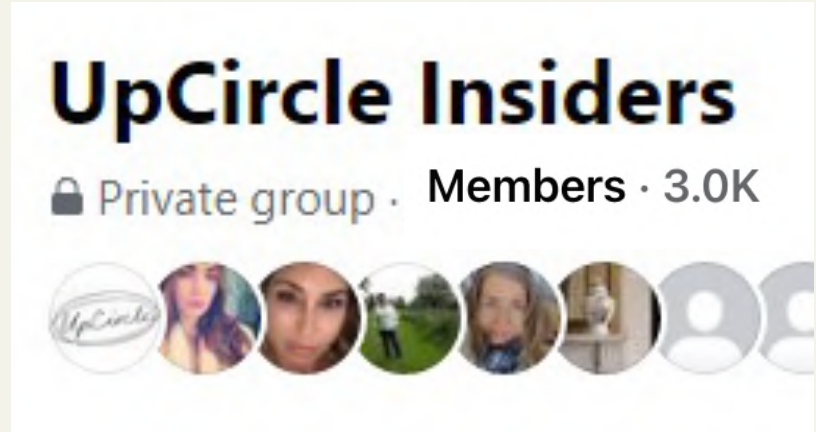
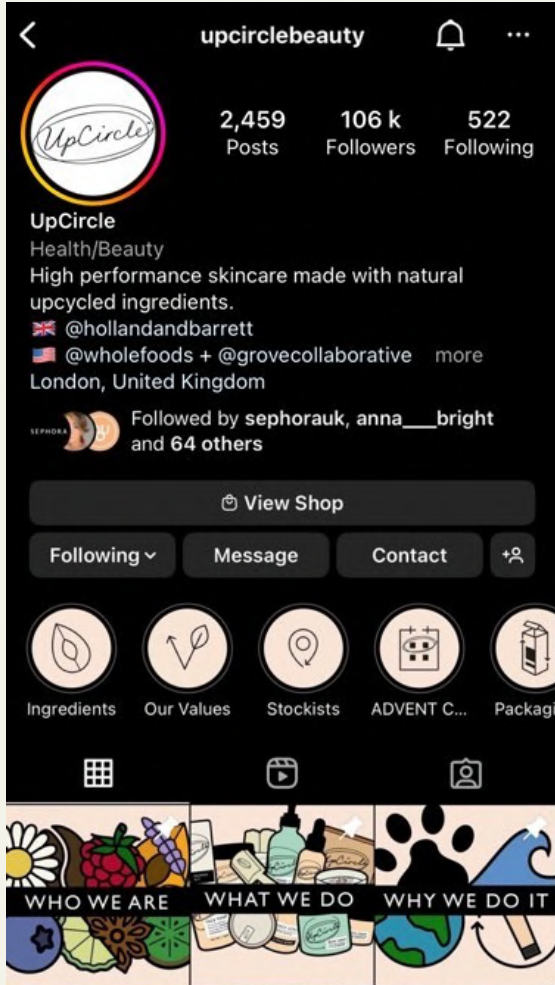
RECEIVED NUMEROUS  
**AWARDS** FOR OUR  
RANGE



LAUNCHED **NEW PRODUCTS** WITH  
**NEW REPURPOSED INGREDIENTS**



# SOCIAL MEDIA FOLLOWING



## UpCircle Insiders Group

- Feedback on new launches with testing and sample send-outs
- User Generated Content
- Real-time opinions & reviews
- Customer insights and polls





# IN THE PRESS

**MailOnline**  
We try before you buy: **CLAIRE COLEMAN** looks at some of the best serums for colder weather



UPCYCLED CAFFEINE HIT



VOGUE

**GLAMOUR**  
Reusable makeup pads help keep your skin (and the planet) clean – these are our favourites  
A simple switch with a positive impact.



UpCircle Beauty Hemp & Cotton Makeup Pads

**POPSUGAR, BEAUTY**  
"UpCycled" Beauty Products Are Giving Would-Be Food Waste a Whole New Life



UpCircle

**GLAMOUR**  
33 Best Mother-in-law gifts that are guaranteed to get you on her good side



Mother-in-law gifts: Skincare set

HERE \$55.65 NOW \$29.99 UpCircle



UpCircle Caffeine Body Scrub with Lemongrass, \$14.99 | UpCircle



The New York Times

**The Telegraph**  
The best sustainable beauty brands to try for an eco-friendly 2022



UpCircle

**INSIDER**  
18 beauty brands that are using sustainable or refillable packaging



UpCircle

When a brand deliberately names itself to reflect the concept of upcycling, you know they're bringing the eco-friendly goods.

**Stratist**  
21 Best Gifts Under £5  
For your niece who has tried every single Starbucks seasonal latte



UpCircle Cinnamon & Ginger Chat Soap Bar 100g, £5

This soap bar was repurposed chat spices for a gentle cleanse and smells like a specialty coffee.



UpCircle Eye Cream with Coffee and Maple Extract for Dark Circles

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



ELLE

**ihOLA!**  
NATIONAL SLEEP MONTH: BEDTIME ESSENTIALS TO TRANSFORM YOUR SLEEPING EXPERIENCE



UpCircle

**VOGUE BUSINESS**  
SUSTAINABILITY  
Beauty has a waste problem, and it's not packaging



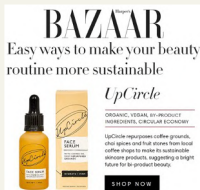
The industry produces other forms of waste, and there, different startups offer a growing range of solutions. UpCircle Beauty makes formulas with ingredients from food companies that were being discarded – repurposing 8,000 manure oranges to date for its toner, for example, and over 200 tonnes of used coffee grounds in its eye cream and other products, according to the company.

**GRAZIA**  
The 10 Best Vegan Moisturisers Worth Investing In



UpCircle

UpCircle's eye cream has been named one of the best eco-friendly eye creams.



UpCircle

**marie claire**  
HOME / HAIR & BEAUTY / SKINCARE  
The best reusable make-up pads to help reduce single-use beauty products



UpCircle

**INDEPENDENT**  
Earth Day: from sustainable brands to bookmark, from fashion to homeware



UpCircle

**marie claire**  
HOME / HAIR & BEAUTY / SKINCARE  
The best reusable make-up pads to help reduce single-use beauty products



UpCircle's eye cream has been named one of the best eco-friendly eye creams.

**COUNTRY TOWN HOUSE**  
Green Brands Recommended by True Sustainable Pioneers



UpCircle

UpCircle's eye cream has been named one of the best eco-friendly eye creams.



UpCircle

**ELLE**  
Plastic Negative Beauty Might Just Be The Answer To Saving The Planet



UpCircle

**COSMETICS BUSINESS**  
Best of Cosmoprog Bologna 2022: The trends and brands to know from beauty's biggest show



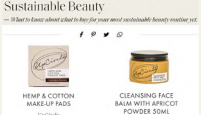
UpCircle

**REFINERY29**  
Beauty In Progress  
The Difficult Truth About TikTok's Beauty Obsession



On the app, brands like UpCircle (which harnesses before food ingredients) are making a splash.

**ELLE**  
Everything You Need To Know About Sustainable Beauty



UpCircle

UpCircle's eye cream has been named one of the best eco-friendly eye creams.



UpCircle

**GLOBAL COSMETIC INDUSTRY**  
HOME - SKINCARE  
UpCircle Beauty Updates Packaging for Coffee Face Scrubs



UpCircle

**GLAMOUR**  
These are the best facial cleansing bars for every skin type



UpCircle

**marie claire**  
HOME / HAIR & BEAUTY / SKINCARE  
5 ways beauty brands are helping Ukraine (and how you can support too)



Indie brand UpCircle donates a cut for every cleanse.

**STYLIST**  
These nano skincare brands could transform your entire skin routine



UpCircle

UpCircle's eye cream has been named one of the best eco-friendly eye creams.



UpCircle

**expertreviews**  
The best clay masks to buy in 2022



UpCircle

**Bazaar**  
Is carbon neutrality the new green beauty frontier?



UpCircle



# AWARDS



## WHERE CAN YOU FIND US?

### UK

Holland&Barrett

Superdrug

SPACE NK  
APOTHECARY LONDON

SEPHORA

ANTHROPOLOGIE

... AND 500+ INDEPENDENTS

### USA

★ macy's

NATURAL GROCERS  
good4u

JCPenney

credo

WHOLE  
FOODS  
MARKET

... AND 400+ INDEPENDENTS

### EUROPE

zalando

DOUGLAS

wells

LYKO OVS

... AND 200+ INDEPENDENTS

### REST OF WORLD

healthy Options®

FACES

SuperNature  
NATURALLY ORGANIC



## HOW WE'VE DONE IT

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### 1. Our Products Work.

And they make people feel good. Suitable for all ages, genders and skin types.

### 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. All of our individual products are priced £27.49 & under.

### 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.



PIONEERING  
SKINCARE.  
REGENERATIVE  
BY DESIGN.

GET SOCIAL



@UPCIRCLEBEAUTY  
HELLO@UPCIRCLEBEAUTY

MADE IN THE UK

