

cherishd.

cherish skin. cherish planet.

**Championing
upcycled beauty,
from ingredients
to packaging.**

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Cherishd. is a brand that cherishes nature's leftovers that are too good to waste. An eco-luxe brand with vibrant yet sophisticated brand identity to help change consumer perceptions of 'waste.' It's gender-neutral - which is reflected in both the branding & packaging - and although it's great for all ages, this brand will attract eco-conscious Gen Z & millennials seeking a low-waste lifestyle.

Upcycled • Natural • Vegan • Cruelty Free



Introducing **SUPREME SUPERFOOD CREAM** by Cherishd

featuring **only** upcycled ingredients (**including the famed Full Circle portfolio!**) By utilising waste materials such as seaweed, rice, roses & raspberries in collaboration with other superfoods, we have been able to create an innovative formulation that is **99.5% upcycled**. This first-of-its-kind formula works to **nourish, hydrate & protect the skin**, promoting antioxidant protection, with redness soothing properties to leave the skin refreshed and revitalised.

**DAILY MOISTURISER
UPCYCLED CONTENT:**

99.5%



COMMUNITY-INSPIRED, UPCYCLED BEAUTY CREATED

Cherishd is a brand that designs and inspires upcycling in the Personal Care industry. Our Cherishd formulations are inspired by The Upcycled Beauty Community.

MADE IN COLLABORATION WITH GILES KEUN

Giles Keun oversees formulation development and has over 10 years experience working within laboratories and research roles that has taken him researching the Arabian Leopard in the Middle East, to being a paint formulator in South Africa.

"My drive for this formulation is to push the boundaries of developing a product that can reutilise what we would traditionally see as being waste material, while ensuring the finished product quality is unaffected or improved. This concept was initiated when I developed the Cherish'd cream that reached the Laura Marshall award finals in 2022 and my drive is to improve on this." - Giles Keun



THE PACKAGING

Designed to be **100% plastic free**, Supreme Superfood Cream is housed in a Sulapac jar which can be easily **refilled, upcycled or recycled**. Sulapac is a biodegradable and microplastic-free material made entirely from renewable sources and certified wood. It has all the benefits of plastic, yet it biodegrades completely and leaves no trace once it's gone. Even the label - which is made from 100% recycled paper - is **recyclable & biodegradable**.

For postal orders, Supreme Superfood Cream is protected with **upcycled cardboard shredding & Mushroom® Packaging**; this performs much like plastic during use but is made of **upcycled agro-waste** & mycelium (from mushrooms) which is **100% bio-based & home compostable**.



UPCYCLED BRAND HEROES

AS PART OF OUR MISSION, WE'RE CHAMPIONING OUR UPCYCLED BRAND HEROES

You can discover the need-to-know indie brands who are on a mission to create natural, high performance beauty & personal care products without costing the earth.

Discover more: <https://www.upcycledbeauty.com/brand-spotlights>



ELEVATE YOUR SKINCARE GAME WITH THIS THREE-STEP UPCYCLED ROUTINE

STEP ONE: Cleanse the face with **Beauty Cleanse's Superfood Cleansing Oil & Makeup Remover.**



STEP TWO: Tone with **Up Circle's Face Toner with Hyaluronic Acid** on a reusable cotton pad.



STEP THREE: Moisturise with **Cherishd's Supreme Superfood Cream.**





KEY UPCYCLED INGREDIENTS

RASPBERRY NECTA®

Nourishing active oil designed to protect & hydrate skin.

WHITE RICE CRUSH™ ACTIVE

Works to cleanse and absorb the skin's natural oils resulting in clean mattified skin

Hydra-Leen Rose 5 Bio
















Provides antioxidant and toning properties while reducing redness within the skin.

Seabalance 2000

This innovative material begins to fill the gap that there currently is within upcycled emulsifiers.



THE FORMULATION

| INGREDIENT | INCI | FUNCTION |
|--|--|---|
|  Mango Butter | Mangifera Indica Seed Butter | Moisturising; regenerative; anti-inflammatory; natural antioxidant |
|  Berry Wax | Rhus Verniciflua Peel Cera. | Emulsion body; antioxidant rich |
|  ABS Acai Sterols | Euterpe Oleracea Sterols, Linoleic Acid, Oleic Acid, Linolenic Acid | Moisturising and environmental stress/barrier protection |
|  Raspberry NECTA® | Rubus Idaeus (Raspberry) Seed Oil | Antioxidant |
|  Rice Wax | Oryza sativa (Rice) bran wax | Emulsion Body building; antioxidant; soothing properties |
|  Apricot Oil | Prunus Armeniaca Kernal oil | Soothing; anti-wrinkle; moisturising |
|  A-Leen 5 | Pentylene Glycol | Preservative |
|  White Rice Crush™ ACTIVE | Oryza Sativa Germ Powder | Oil absorption; sensorial; cleansing; powder binding |
|  Gin TONIQ® | Saccharomyces/Barley Seed Ferment Filtrate, Glycerin | Moisturising and soothing |
|  Hydra-Leen Rose 5 Bio | Rosa Damascena Flower Water, Pentylene Glycol | Antioxidant; anti-redness; toning; fragrance |
|  Tilamar PDO | Propanediol | Carrier; microbiome friendly; preservative enhancer |
|  Glycerine | Glycerine | Humectant & dispersion aid |
|  Barley TONIQ® | Hordeum Vulgaris Seed Extract, Propanediol | Anti-irritation; skin barrier boosting |
|  Seabalance 2000 | Pentylene Glycol, Sargassum Fluitans/Natans Extract, Xanthan Gum | Emulsifier; thickener enhancing with moisturising effect and electrolyte resistance |
|  Natpure® SOL | Sucrose laurate, Glycerin, Sorbitol, Aqua, Sucrose dilaurate, Sucrose trilaurate | Natural/sustainable co-emulsifier and solubilizer |

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The Cherishd. range is part of
The Upcycled Beauty Company



Come & join the upcycled community.

Scan the QR code to join our upcycled beauty
community on LinkedIn.