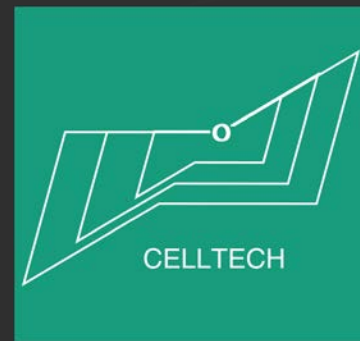


Celltech



## Biodegradable ingredients for consumer & personal care products

### The Project

Synthetic polymers like acrylates, polyethylene, acrylic copolymers, etc. are an integral part of personal & consumer care formulations. They are used as liquid polymers & solid microbeads. Liquid polymers (thickeners, stabilizers, and film formers) are used to control the formulation of the product and give them a gel base. Solid microbeads are used as e.g., fillers and exfoliants. Most of these two are fossil fuel-based, non-biodegradable, & end up in the water, bodies or in our food chain.

Our solution is biodegradable ingredients to replace synthetic polymer and microbeads. With the help of several years of R&D know-how, we have been able to generate plant-based cellulose microbeads in micron size and rheology modifier/hydrogel with transparent features.

### The Team

**Location:** Fraunhofer IAP/Potsdam-Golm, BIOWEG/Quakenbrück

**Members:** **Kay Hettrich** (Scientific coworker, IAP), Bert Volkert (Head of department, IAP), Prateek Mahalwar (CEO, Bioweg)

**AHEAD Infos** Batch: 01.2022 Phase: 1 (SDG) Track: SpinOff

### The Business Model

#### Unique Selling Proposition:

Replace microplastic and non-biodegradable polymers from cosmetic and consumer care with cellulose based biodegradable solutions

#### Unfair Advantage:

Full functionality while keeping the full biodegradability (according to EU standards 60% degraded after 28 days).

#### Revenue Model:

Production

#### Venture Readiness Level



#### Technology Readiness Level



### The Side Facts

**Customer Focus:** B2B

**Searching For:** co-founder, investors

**Industry Tags:** Personal & household goods, (health care, food & beverage)

**Technology Tags:** Ethical consumption, clean tech, zero waste, new materials