

Applied Research helps a beauty brand start a sustainable skincare line

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When Samantha George wanted to launch a sustainable beauty line, she turned to Seneca Polytechnic for help.

Ms. George, Owner, Colour Lounge Inc., a hair salon and makeup boutique in Kingsville, about 360 kilometres southwest of Toronto, teamed up with Seneca Applied Research to create the first product.

Harvest Moon cleanser is now in production and will soon be in use at the salon.

"The team has helped us create the foundations of our first product line and we couldn't be more thrilled with the results," Ms. George said. "Harvest Moon is not just a skincare line; it's a representation of our commitment to cleaner and more ethical products."

Sharon Robertson, Professor, [School of Biological Sciences & Applied Chemistry](#), and Elahe Mahdipour, Research Assistant, worked on the project from May to December 2023.

They used Canadian-sourced sweet grass, cucumber and carrot extracts because the plants are produced in large quantities in Kingsville. And in the future, Colour Lounge wants to use local greenhouse waste to make their products.

"The use of plant-based solutions in our cleanser is a game changer," Ms. Robertson said. "The formula harnesses the antioxidant and antimicrobial properties from plants to create desired sensorial properties. This method not only enhances our products, but also supports the principles of a circular economy by promoting the repurposing of agricultural waste."

Ms. Mahdipour, a graduate of the one-year [Cosmetic Science graduate certificate program](#), said the project was a great learning experience.

It involved ingredient research, making and testing formulas and designing packaging.

"It's incredible to witness firsthand how ingredients we often consider waste can be transformed into something so effective and enriching," Ms. Mahdipour said.

Ms. Robertson agreed.

"The Harvest Moon cleanser is a testament to what can be achieved when innovation meets sustainability," Ms. Robertson said.

It's not just about creating a beauty product, but also about fostering a mindset toward sustainability and a circular economy in the cosmetic science industry, she added.

And Colour Lounge is committed to forging ahead on that route. Ms. George plans to expand the Harvest Moon line to include toners, serums and masks among other products, all rooted in circular economy principles.

tags : seneca-applied-research