

**High-value actives from fruit waste and seaweed for the cosmetics industry -
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Keracol develops novel approaches to the extraction, fractionation, and purification of active molecules from plant sources, and their application in cosmetic products and food. Keracol is committed to using raw materials that do not compete with land for food, so has focused its research on developing actives from waste materials and marine plants. The presentation includes case studies of a novel anti-aging active extracted from waste wine pomace employed in a new M&S skincare range, personal care ingredients derived from seaweed, and food and cosmetic colorants derived from waste fruit skins obtained after juice pressing.