

## Profile View

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### Details

**Title:** Distributor for highly innovative and environmentally friendly personal care products sought by Swedish SME

**POD Reference:** BOSE20210413001

**Summary:** The Swedish company is a small SME focused on product innovation, production and marketing of their eco-friendly brand and products within the personal care market. The SME has received many awards for their highly sustainable solution that contributes to a more circular economy. The target group is consumers interested in lowering their own climate footprint and who value natural products with high quality at an accessible price. The SME is looking for a distribution services agreement.

**Description:**

The Swedish SME is an established company within the personal care industry, which provides an innovative breakthrough consumer product with natural ingredients and free from single-use plastic packaging. The SME was established 2 years ago and has experience of international cooperation and a growing market in the Nordics.

Clean hands and personal care are essential to everyone. The problem with traditional products like soap is that they are about 80% water and come filled in single-use plastic bottles that pollute the environment. That means the consumers are paying for plastic waste, and shipping water that they already have at home.

The product offered is a natural powder that turns tap water into liquid hand- and body wash. The customer simply fills the reusable bottle with water, adds in the ingredients and gives it a quick shake that creates a full bottle of liquid personal care.

The bottles are beautiful, refillable and designed to last a lifetime. Thus, the customer never has to buy and throw away another plastic soap bottle. The refill packaging is made of bio-based material and decomposes in nature. The refills are compact and fit through the letterbox, making home delivery easy.

The SME is looking for a distribution agreement. This cooperation type was selected as the SME wishes to distribute their product to enable sustainable living for more people and make a bigger environmental impact. This could be realized with a partner acting as distributor in any of the following product categories: eco-friendly products, natural cosmetics, well-being, interior design, bathroom décor, aesthetic consumer products.

**Advantages and Innovations:**

1. All-natural ingredients
2. Refillable bottle = reduces plastic waste
3. No water transported = 90 % less CO2 emissions

The product eliminates unnecessary transports of water and significantly reduces plastic waste with the aim of fighting climate change and contributing to sustainable consumption, UN Global Goals 12, 13 and 14. Through content communication, the SME raises awareness on climate change and how to obtain a more sustainable lifestyle. Their solution helps people to reduce their climate footprint and makes sustainable living easier.

**Stage of Development:**

Already on the market

IPR status:: Secret Know-how  
 Profile Origin: COSME

## Keywords

Technology  
 Keywords: 10003004 Recycling, Recovery  
 Market Keywords: 07004002 Health and beauty aids  
 NACE Keywords: C.20.4.1 Manufacture of soap and detergents, cleaning and polishing preparations

## Partner Sought

Type and Role of  
 Partner Sought: The Partner sought is an acting distributor in any of the following product categories: eco-friendly products, natural cosmetics, well-being, interior design, bathroom décor, aesthetic consumer products.

Type and Size of  
 Partner Sought: SME <10  
 SME 11-50  
 SME 51-250

Type of  
 Partnership: Distribution services agreement  
 Considered:

## Client

Type and Size of  
 Client: Industry SME <= 10

Year Established: 2019

Turnover (euro): <1M

Already Engaged  
 in Trans-National: Yes

Cooperation:

Languages  
 Spoken: English

Client Country: Sweden

## Dissemination

Relevant Sector  
 Groups: Intelligent Energy

