

MEIYUME'S  
ROOTED IN NATURE  
COLLECTION



# THE VISION

At Meiyume Trowbridge, our Skincare Centre of Excellence based in the UK is driving transformation in the beauty industry by developing innovative and effective products in various categories. Our team of in-house experts collaborate with both established global brand houses and emerging indie brands to provide customized and comprehensive full-service solutions, while ensuring confidentiality.

With full turnkey expertise at our Trowbridge, UK manufacturing facility, the Rooted in Nature collection is the result of actionable trends and insights that were adopted by our in-house experts. The insights gathered inspired our team to create a range that combines both the consumers' current sentiment with nature's beauty – leading to the development of a range with the benefits of both natural and bioengineered efficacious ingredients presented in sustainable and biodegradable packaging solutions.

## THE BACKGROUND

As consumers increasingly seek out products that are not only effective but also sustainable and eco-friendly, there is a growing demand for "clean beauty" products. Indeed, consumers are increasingly conscious of the impact of their purchases on the environment and are seeking out products that align with their values. In 2022, 60% of consumers globally are more likely to buy from brands that are [environmentally friendly and socially responsible](#).

According to a report by Grand View Research, the global market for bioactive ingredients in personal care products is expected to reach USD 4.7 billion by 2025, with a CAGR of 4.5% (2021-2025). Consumers show a preference for products that use natural and bioengineered ingredients that are safe and effective for both their skin and the planet.



# THE SOLUTION

Meiyume's Rooted in Nature collection is a sustainable beauty range that offers 10 new formulations across skin, hair, and color cosmetics in eco-friendly packaging. The collection features low-water formulations that are 95% natural and created by Meiyume's UK-based Innovation and Development team, using Hot Pour capabilities to produce solids, pastes, and balms that offer a combination of science and efficacy.

Ingredients derived from natural sources:

1. Botanical extracts: extracts derived from plants, such as seashore flower, raspberry, blueberry.
2. Oils: natural oils that are extracted from various sources, such as moringa, bergamot, jojoba, argan, grape seed and olive.
3. Butters: Natural butters, such as shea butter, cocoa butter, avocado butter and mango butter, are commonly used in our beauty range for their moisturizing properties.
4. Essential oils: concentrated extracts from plants that are used for their fragrance and therapeutic properties such as lemon essential oil.
5. Natural preservatives: Some natural preservatives, such as grapefruit seed extract and vitamin C & E, are used in our collection.



# RESULTS

## 1. BI-PHASE CLEANSING OIL

A milky emulsion with Chaga Mushroom and fermented quinoa to remove makeup and impurities without stripping skin moisture.

## 2. VITAMIN SEA RECOVERY MASK

A natural mask to soothe, calm, and revitalise the complexion, increase cell turnover, and target ageing signs.

## 3. HYBRID MOISTURISER

A gel-cream hybrid to hydrate and leave skin fresh without greasiness or stickiness for radiant complexion.

## 4. SHAMPOO BAR

An ultra-foaming natural balm to rebalance, soothe the scalp, and strengthen hair for a cleansed scalp and soft hair.

## 5. CONDITIONER BAR

A waterless conditioning bar to soothe the scalp, leave hair stronger, softer, and more resilient with natural conditioning oils.

## 6. LOW WATER SHAMPOO PASTE

A plant-based paste-textured concentrate that deep cleanses and lathers luxuriously, leaving hair soft and healthy.

## 7. LOW WATER CONDITIONER PASTE

Activated by water, this silicone-free conditioner paste gently enriches hair without weighing it down.

## 8. LIP CUSHION BALM

A super-nourishing overnight lip-plumping balm that melts into a transparent, silky veil, leaving lips firmer, smoother, and more defined.

## 9. SKIN LUMINISER BALM

A hybrid beauty product that blends skincare and makeup, infused with organic radiance solution and beautiful oils to moisturize and replenish the skin with an extra glow.

## 10. VIVID HYBRID PRIMER

A barrier-strengthening primer that minimizes shine, open pores, and excess sebum while hydrating and boosting skin radiance, restoring firmness and prolonging the longevity of foundation with a natural matte finish.



# FUTURE

Our innovation team is always ready to create and design new solutions based on the latest data science and market trends. This year, our team will be releasing a new level of beauty collections that are carefully crafted to meet the needs of the modern beauty enthusiast. The release of our new off-the-shelf cutting-edge beauty range will add on to our existing library of inspiring beauty solutions.

