

Slow Scent - Upcycled Fragrances Are The New Movement In Sustainable Perfume

— Giving discarded petals, wood chips and even pollution new life.

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The Ingredients List - Breaking down the what, where and why of natural and eco-friendly beauty.

A perfume made with alcohol that started out as pollution. A sophisticated cedarwood note from leftover sawdust. Meet the new breed of upcycled fragrances: quiet rebels that literally trash the rules of traditional perfumery and take familiar notes from unexpected places. Zero waste is the new playground of perfume – and it’s refreshing as hell.



For the uninitiated, ‘upcycling’ is a process where leftovers are re-imagined to produce something new rather than ending up in landfill. Re-using deadstock – old garments and fabric scraps – is already an antidote to ‘fast fashion’. So it was only a matter of time before the idea crossed into the beauty sphere and waste coffee grounds found their way into body scrubs, closing the loop on our skincare.

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Now, as a new post-pandemic mood blows in, some of the world’s most pioneering perfumers are setting their sights on circular fragrance and ‘slow scent’. 'It's pretty amazing what we can do when we're resourceful,' says Bee Shapiro, *New York Times* beauty columnist and founder of Ellis Brooklyn fragrances. 'I love that with upcycled ingredients, we're using waste, or something

that was going to get tossed anyway, and we’re turning it into a beautiful scent ingredient. It's truly a clean way to approach fragrance.'

What are upcycled perfumes?

Upcycled fragrance notes are derived from waste and discarded natural ingredients, such as fruit, wood pulp or spent rose petals. An appealing characteristic is that they cut back on growing and harvesting new materials, which saves on water and land, not to mention over-farming of ingredients such as sandalwood.