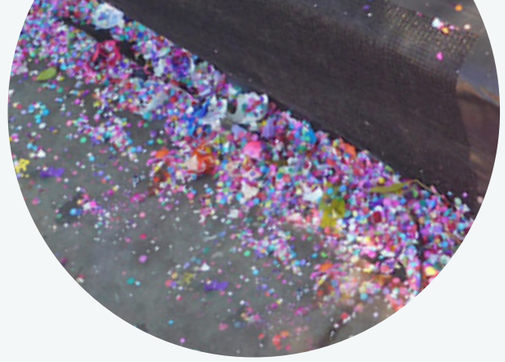
NO LITTER, MORE GLITTER

We aim to replace regular glitter with a truly biodegradable and non-toxic alternative made from seaweed.

Our impact



Each year about **100.000 tons of glitter** is produced and every kilogram of glitter contains more than **90 million particles**.

Those tiny plastic particles have an **extensive impact** on the **health of the oceans, waterways** and **their inhabitants** (UNEP estimates that “on average, every square kilometre of the world’s oceans has 63,320 microplastic particles floating at the surface”)

Besides, glitter can have **great impact** on the **health of children and humans** *(A 2019 study estimated that humans take in up to 100,000 bits of plastic each day by ingesting or inhaling them)*







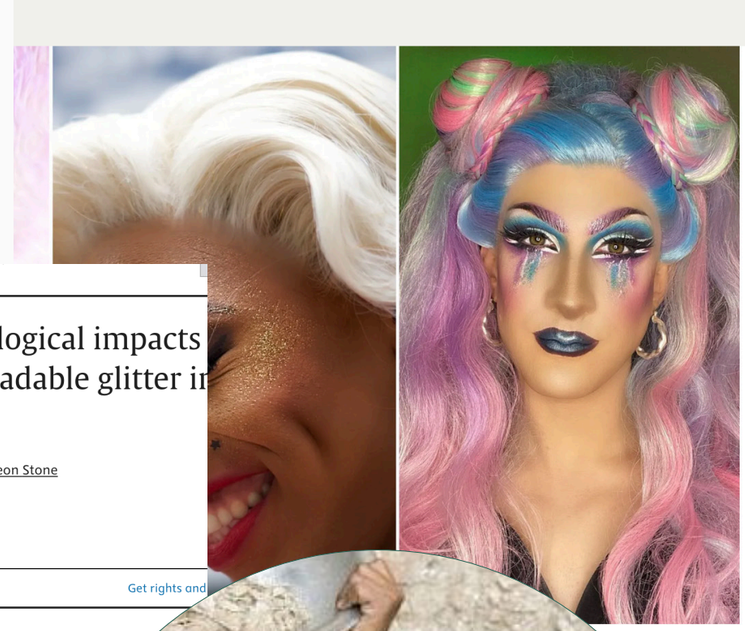
The problem

My Love for Glitter and Openly Expressing My Queer Sexuality Go Hand-in-Hand

In celebration of Pride Month, writer Casey Clark explores the role glitter played in her own coming-out journey — and what the sparkly stuff means for other members of the LGBTQ+ community.

BY CASEY CLARK

June 2, 2021



What To Know About Europe's New Glitter Ban' — As EU Cracks Down On Plastic

y Whitfill Roeloffs Forbes Staff

y Roeloffs is a Forbes breaking news reporter ering pop culture.

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Oct 17, 2023, 11:50am EDT

PLINE The European Union has officially banned the sale of loose plastic glitter d some other products that contain microbeads, part of a push to cut vironmentally harmful microplastic pollution in member nations by 30% by 30.



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Y IMAGES

ELSEVIER

All that glitters is litter? Ecological impacts conventional versus biodegradable glitter in freshwater habitat

Dannielle Senga Green, Megan Jefferson, Bas Boots, Leon Stone

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https://doi.org/10.1016/j.jhazmat.2020.124070 Get rights and

Highlights

- This is the first study to test the effects of glitter on the envir
- PET, modified regenerated cellulose & mica glitter reduce duckweed.
- All glitter reduced chlorophyll content in the water col
- Modified regenerated cellulose glitter led to an increas



Glitter symbolizes **joy** and **celebration** and is often used for **self-expression in fashion, make-up, and various subcultures**. However not many people are aware of the **dark side** that comes with it. Those festive particles are most often made of plastic in combination with either aluminium, glass or a shiney plastic alternative called mylar.

The so called "biodegredable" alternatives mostly still contain heavy metals, are harvested unsustainably (such as mica) or are biocompostable instead of biodegredable (glitters made from PLA).



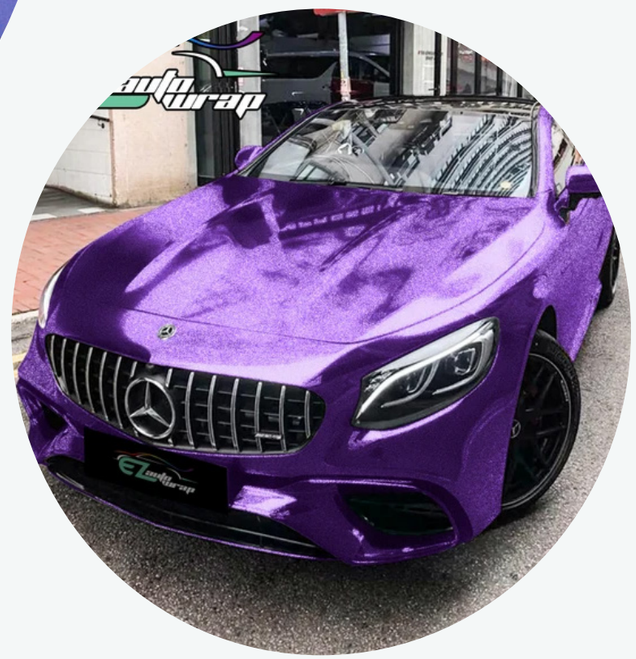
Potential customers





Glitter is used in many industries and everyday products such as **paints and varnishes, cosmetics**, **arts and crafts-projects**, **events** and even **toothpaste**.

Our customers range from b2b customers such as cosmetic industries, paints, art- and crafts companies to end-customers that use glitter for facial enhancement or decoration.



Seaweed based-glitter

We introduce a **seaweed based glitter** that is **truly biodegradable** and does **not contain any heavy metals**. Our glitter can be used safely and when washed out to the environment, there is no harm to the environment and its inhabitants.



Non-toxic

Our glitter does not contain any heavy-metals or other ingredients that have an impact on the health of children and adults.



Biodegredable

Our glitter is 100% biodegredable and water soluble, made of only natural products.



Low impact

Seaweed grows up to 60cm per day; it grows in the oceans - which means no need for deforestation or use of arable land; there is no need for freshwater, fertiliser, pesticides or herbicides; and it is compostable and biodegredable.



From the ocean, for the ocean..

We have taken the initial steps in creating a single-use glitter and glittering confetti, but we envision a broader market potential. Therefore, we focus on three different pathways for our glitter development:

Single-use glitter

A naturally-dyed, non-toxic single use glitter that can be used for arts and crafts and festive decorations.

Biodegradable and watersoluble within 24-48 hours.

Glittering confetti

Shimmering foil that can be used for confetti, birth-dayflags and other single use products.

Biodegradable and watersoluble within 24-48 hours.

Mixable glitter

Mixable glitter for paints, cosmetics, soaps, and many more products.

Less biodegradable and more UV-resistant than our single-use product.



Get in touch

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BLUE CITY LAB