



OCEAN BOUND PACKAGING

exclusively from #tide Ocean Material®

Available with PET, PP, HDPE, and LDPE

seacliff
beauty

THE COMPLETE PACKAGE

PARTNERSHIP

Seacliff Beauty is proud to partner exclusively with Tide Ocean SA to introduce ocean plastic packaging in the beauty industry. We are working towards a more sustainable future through our partnership with #tide increasing our social and environmental impact.

Within the scope of this partnership, Seacliff Beauty is using #tide's premium material to create high-quality eco-friendly cosmetic packaging made from 100% ocean-bound plastic. The final PET, PP, HDPE, and LDPE outputs are fully customizable and can be applied to a great variety of skincare, cosmetics, and hair care products.

Social Impact

- Ocean-bound plastic collection creates jobs in rural & developing countries
- Pays fair wages & additional income
- Creates a much needed waste management system

Environmental Impact

- Recycling saves 52% of energy
- Upcycling creates 79% less co2 emissions than production of virgin material
- Protects the fauna & flora in and around our oceans

CERTIFICATIONS

Our #tide ocean material®'s supply chain is certified by the Global Recycled Standard and the recycled Claim Standard. Additionally, #tide is Ocean Bound Plastic certified. Strict protocols are in place to monitor and guarantee our unmatched quality standards.



HOW IT'S MADE



Plastic is collected from the oceans, inflows, coastlines and on uncontrolled landfills at least within 50km of the coast. The plastic waste is sorted, washed, shredded and shipped to one of #tide's compounding facilities.



In cooperation with the Swiss University of Applied Sciences, #tide developed a mechanical process that turns ocean-bound plastic into a premium award-winning raw material made of 100% ocean-bound plastic.



COLLECTED



SHREDDED



ENGINEERED



PACKAGED

With the goal of protecting and cleaning up the ocean, #tide collects plastic trash which is then sorted, washed, shredded into flakes, and upcycled. The flakes are regenerated and compounded into even smaller granules to create a strong plastic where the recycled granules can live a second life as cosmetic, haircare and skincare packaging.

MATERIAL PASSPORT

#tide has build a strategic partnership with Norwegian tech company, Empower to keep track of #tide's ocean material flow through every step of the journey. Data such as photos, dates, volumes and information about each individual process is saved on a public blockchain for maximum transparency and security.

Every batch of #tide ocean material has its unique material passport, accessible through a QR code making the journey fully traceable from the end-product back to where they were collected.



SEE THE JOURNEY

Scan the QR code (to the right) to view tracking capabilities for our recent #tide Ocean Material® sample. Customers will have access to this portal where they can see the full journey from collection to delivery.



SUPPLY CHAIN FORECAST

2022/2023

Thailand : Ranong, Krabi, Phuket, Ko Samui, Ko Chang = 280'000KG

Indonesia : Surabaya, Jakarta = 240'000KG

Philippines: Manila = 480'000KG

Mexico: Cancun, Mahahual = 120'000KG

2023/2024

Thailand : Ranong, Krabi, Phuket, Ko Samui, Ko Chang = 500'000KG

Indonesia : Surabaya, Jakarta = 500'000KG

Philippines: Manila = 500'000KG

Mexico: Cancun, Mahahual = 240'000KG

Columbia & Ecuador = 120'000KG

Ghana = 120'000KG

2024/2025

Thailand : Ranong, Krabi, Phuket, Ko Samui, Ko Chang = 500'000KG

Indonesia : Surabaya, Jakarta = 500'000KG

Philippines: Manila = 500'000KG

Mexico: Cancun, Mahahual = 500'000KG

Columbia & Ecuador = 240'000KG

Ghana = 240'000KG

South Africa= 120'000KG

Lebanon= 120'000KG

Maldives = 120'000KG

Brazil= 240'000KG



COMPETITORS

WHAT IS THE DIFFERENCE BETWEEN #TIDE OCEAN MATERIAL AND OCEANWORKS?

The main difference really lies in the business model. As Oceanworks states in their FAQs: “Oceanworks is not a collector nor do we directly manage any collection operations.”

Oceanworks buys and sells various types of recycled plastic from various origins, not all of it ocean-bound or even ocean-related. #tide’s efforts are laser focused on ocean-bound plastic and in full control of their supply chain, from the sourcing up until the moment Seacliff Beauty takes over the material, to our customer.

Being in control allows us to have unmatched traceability on our materials. Which is of outmost importance as transparency is the best way to counter skepticism and allegations of greenwashing while also providing the most straightforward path to building trust within our customers and their end-users.

PACKAGING

Seacliff Beauty is using #tide's premium material to create high-quality packaging made from 100% ocean-bound plastic. The final PET, PP, HDPE, and LDPE outputs are fully customizable and can be applied to a great variety of skincare, cosmetics, and hair care products.

In the development phase, each packaging is carefully tested for performance to ensure the best quality. The results have shown that #tide ocean material® is a perfect replacement for virgin plastics. This can be explained by the fact that #tide's mechanical upcycling formula is able to fully regenerate the components of ocean-bound plastic waste to a virgin level.



Visit www.seacliffbeauty.com
or scan QR code

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