



What we can do for future

Nowadays, ocean pollution and ecosystem effect due to plastic microbeads is reported as serious social issue. Biodegradable natural cellulose beads “CELLULOBEADS” is the ONE to preserve the future of the earth.

Natural beads with large variety of particle sizes

CELLULOBEADS

CELLULOBEADS



Development for the future of the earth

We early started to develop natural origin materials considering the future and innovated technology of spherical powder from natural wood cellulose in 2002. Production successfully started in 2004 and the ingredient was named CELLULOBEADS. CELLULOBEADS exhibits the moisturizing feel of natural wood cellulose and the gliding texture of spherical powder and it is formulated in cosmetics. The raw material of CELLULOBEADS is certified with FSC (Forest Stewardship Council) and it is contributed to achieve the SDGs.

Resolution for plastic microbeads issue

Many in the cosmetic industry have warned that plastic microbeads used in cosmetic products might contribute to ocean pollution. CELLULOBEADS has excellent biodegradability and marine aerobic degradability. It degrades in water if it is discharged. As such, CELLULOBEADS makes a perfect alternative to plastic microbeads in cosmetic products.



Large variety to support formula development

Our catalogue of CELLULOBEADS offers a large variety of option from smaller particle sizes used to improve make-up texture and soft focus effect, to larger particle sizes used for scrubs and facewashes.