

Fashion and Cosmetics BioTrade Platform



Katie Beckett
PhytoTrade Africa

Advisory Committee Meeting
Rio de Janeiro, 19 June 2012

- Non-profit membership-based natural product trade association

- OBJECTIVE

To help grow Southern Africa's natural product industry while ensuring its long term sustainability and social equity. Facilitated through product development, market development and supply chain development.

- 5 Pillar Strategy; PhytoServices, PhytoProducts, PhytoBranding, PhytoInvest & PhytoTech
- Funding from donors, membership fees, services and consultancy work
- PhytoTrade Africa Ethical Biotrade Charter
 - Sustainable and ethical practices
- Access and Benefit Sharing
 - The CBD and Nagoya Protocol

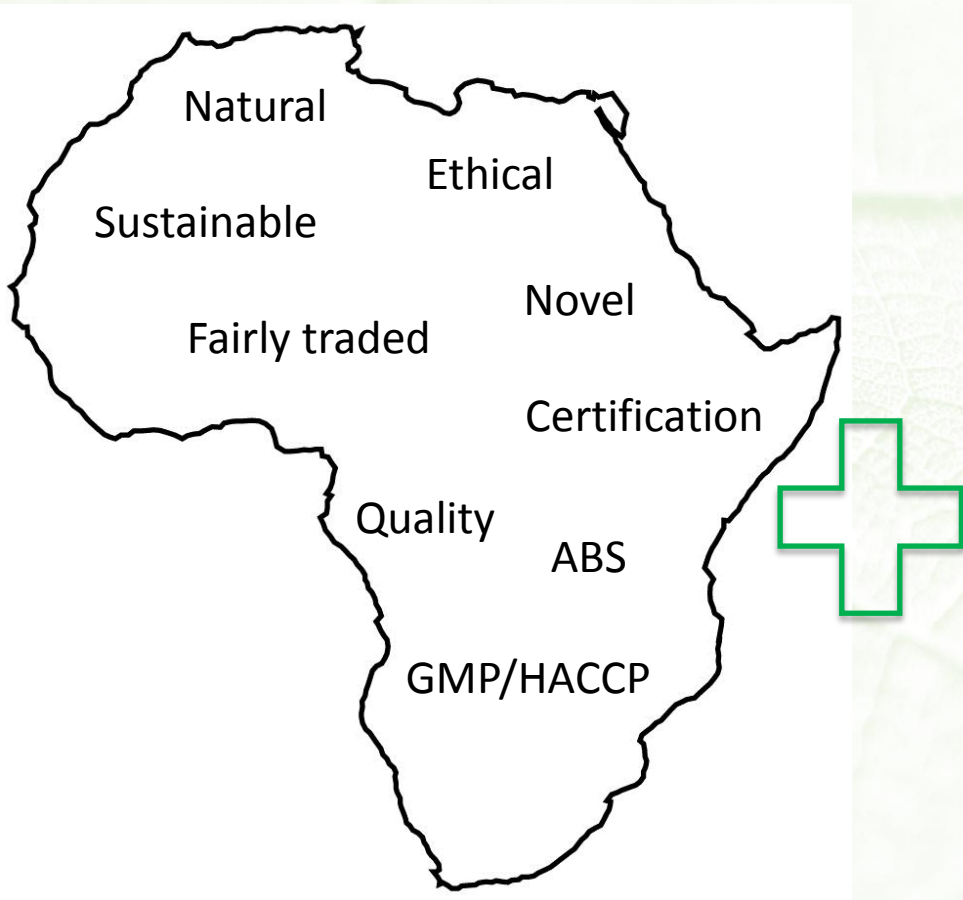


PhytoTech

- Novel and innovative natural ingredients from Southern African biodiversity
- Focal point for PhytoTrade members to commercialise their products
- Facilitate industry compliance with ABS regulations (MAT, PIC, Term Sheets, MOU)
- Network of producers across Southern Africa
- Natural, sustainable and ethical ingredients
 - Active cosmetic ingredients
 - Essential oils, aromatic products, fragrances
 - Functional food and beverage ingredients
 - Herbal and dietary supplements
- Access to IP and know-how for members, partners and clients undertaking projects
- Market focus developed with industry; Southern Africa, Europe, US, Asia



PhytoTrade and PhytoTech



Focal species and products

- Marula seed oil (*Sclerocarya birrea*)
- Ximenia seed oil (*Ximenia caffra* and *X. americana*)
- Baobab seed oil (*Adansonia digitata*)
- Mongongo seed oil (*Schinziophyton rautanenii*)
- Mafura butter (*Trichilia emetica*)
- Devil's Claw extract (*Harpagophytum procumbens* and *H. zeyheri*)
- Kigelia fruit extract (*Kigelia africana*)
- Baobab fruit powder and extract (*A. digitata*)



Pipeline products

- Rich biodiversity and endemism
 - Cape Floristic Kingdom, Mount Mulanje (Malawi), Namibia
- Traditional use of Southern African plants as cosmetic, medicinal and food ingredients
- New ingredients identified through species chemotaxonomy and phytochemistry
 - Examples; screening aloes, innovate with Cucurbits
- Informed screening for target applications (themes and project concepts)
 - Novel lipids, traditional perfumes, flavours
- Species selection criteria;
 - Conservation status
 - Plant part required and sustainability of harvesting techniques
 - Supply capacity
 - Published research and freedom to operate (IP)
 - Traditional use



1. Design project with customer

- Agree joint costs, technology transfer and IP issues
- Potential to use project themes from pipeline

2. In-house development

- Costs covered in-house
- Active ingredient with safety and toxicity established
- Pilot scale processing and economics of production
- IP opportunities
- Access and Benefit Sharing package
- Market to appropriate clients, licensing

3. Permutations



Thank you



Katie Beckett
Research Associate
PhytoTrade Africa
Katie@phytotradeafrica.com
www.phytotradeafrica.com