

Finnish CH-Bioforce launches a new generation of bio-based, microplastic-free hairstyling performance - HAIRFORSENSE™ Technology

PRESS RELEASE

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CH-Bioforce launches HAIRFORSENSE™ Technology — A microplastic-free breakthrough in hairstyling performance



Espoo, Finland, 18.2.2026— CH-Bioforce announces the launch of HAIRFORSENSE™ Technology, a patent-pending, bio-based hairstyling innovation designed to replace conventional fossil fuel-based styling polymers while delivering professional-grade performance.

Hairstyling remains one of the beauty industry's last strongholds of petrochemical polymers, many of which are persistent in the environment and increasingly associated with microplastic concerns. CH-Bioforce HAIRFORSENSE directly addresses this gap by offering a renewable, biodegradable alternative without sacrificing hold, texture, volume, curl definition or hair feel.

Built on advanced fractionation of natural biomass side streams, HAIRFORSENSE creates a lightweight, flexible network that supports styling performance through physical structuring enabling long-lasting, re-stylable hold with a soft, natural finish that is free from stiffness, flaking or stickiness.



"HAIRFORSENSE™ represents a fundamental shift in how hairstyling performance can be achieved," says Mari Taipale, Chief Operating Officer at CH-Bioforce. "It allows brands to future-proof their styling formulations while meeting rising consumer and regulatory expectations for responsible beauty."

The technology is compatible with a wide range of styling formats and supports fossil-free and microplastic-free formulation strategies, positioning it as a future-ready solution for both professional and consumer haircare brands.

The HAIRFORSENSE technology will be presented in more detail at In-cosmetics Global, taking place on April 14th-16th in Paris, France. CH-Bioforce will welcome visitors at their booth, where the team will showcase the technology's performance profile, formulation versatility and sustainability attributes.

More information on HAIRFORSENSE can be found in the CH-Bioforce article [HERE](#).



About CH-Bioforce

CH-Bioforce is a Finnish biomaterials company transforming how industrial biomass is converted into high-value raw materials.

Founded in 2016, the company's core BIOFORSENSE® technology fractionates biomass into extremely pure biopolymers — CELLENSE™, the dissolving cellulose, XYLENSE®, the polymeric hemicellulose and LIGNENSE®, the sulphur-free lignin — in a single, low-impact process. These materials can replace fossil- and food-based feedstocks across industries such as cosmetics and personal care, textiles, packaging, adhesives and specialty chemicals.

In 2025, CH-Bioforce achieved COSMOS certification for both XYLENSE® and LIGNENSE®, confirming their compliance with one of the most recognised international standards for natural and organic cosmetic ingredients; a strong endorsement of sustainability, traceability and performance in personal care applications.



With deep expertise in biomass chemistry, broad academic and industrial collaboration and a demonstration plant in Raisio, Finland, CH-Bioforce aims to unlock the potential of side streams and create raw material alternatives that support a cleaner, more circular world.

CH-Bioforce makes the world make sense by enabling high-quality, carbon-neutral and cost-efficient biopolymers from renewable sources through unique BIOFORSENSE® -technology.

For more information, visit www.ch-bioforce.com.

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CH-Bioforce - We make the world make sense.