



Press Release
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Clean Beauty Powered by Bio-Innovations from Finland

CH-Bioforce and Nordic Bioproducts Group will showcase Finnish circular, 100% biobased, fossil-free and biodegradable innovations for the cosmetics industry at in-cosmetics Global, Paris, 14–16 April 2026.

Today's beauty brands are looking for cleaner, locally sourced, fossil-free ingredients that meet the expectations of conscious consumers and increasingly stringent regulations. The cosmetics industry faces one of its biggest reformulation challenges in decades: microplastics out, biodegradable alternatives in, and European supply chains prioritised. Finnish biotechnology is well positioned to answer this call.

At in-cosmetics Global 2026, CH-Bioforce and Nordic Bioproducts Group will present a new generation of multifunctional bio-based ingredients derived from Finnish nature and side streams — including oat husk and wood-based sources — designed for makeup, skincare and haircare formulations. These advanced biomaterials demonstrate how biopolymers can combine functional performance with active benefits, supporting more sustainable and efficient product development.

Ingredients such as XYLENSE®, LIGNENSE®, and PURA Series™ Nordic Beauty Microcrystalline Cellulose (MCC) illustrate the versatility of bio-based materials in cosmetic formulations. These materials can function as rheology modifiers, emulsifiers, stabilisers, or natural exfoliants, while also delivering active benefits including prebiotic support, moisturising effects, antimicrobial and antioxidant activity, and natural UV-absorbing properties — all sourced from renewable Finnish raw materials and designed as direct, high-performance replacements for fossil-based and synthetic ingredients.

Visitors will have the opportunity to experience these ingredients in finished formulations — touching, feeling, and exploring their sensory performance and formulation potential firsthand. Cosmetic chemist Jaana Ailus from Laponie Ltd., one of Finland's leading bespoke beauty formulation laboratories, will share formulation insights and real-life examples of how these materials perform in modern cosmetic products across face, body, hair, intimate and colour cosmetics.

The collaboration between CH-Bioforce and Nordic Bioproducts Group highlights how Finnish biotechnology is transforming bio-based and upcycled raw materials — from oat husk side streams to wood — into high-performance cosmetic ingredients through circular economy principles, demonstrating the powerful role of biopolymers and biomaterials in the future of beauty formulations.

Find CH-Bioforce and Nordic Bioproducts Group at **in-cosmetics Global 2026**, Paris, 14–16 April 2026, **booth 1A80**.

Press photo bank:

<https://drive.google.com/drive/folders/1pXSCGy3OTE5WAjCvmKp-l6neJBKf36tX?usp=sharing>

About CH-Bioforce

CH-Bioforce is a Finnish biomaterials company that transforms upcycled oat husk side streams into high-value raw materials using its proprietary BIOFORSENSE® technology. The cosmetics portfolio — XYLENSE® and LIGNENSE® (both COSMOS-certified), and CELLENSE™ — delivers multifunctional performance for skincare and haircare formulations, combining natural origin, patented technology and full traceability. The latest addition to the portfolio is HAIRFORSENSE™, a bio-based styling technology derived from oat husk, designed to replace fossil-based styling polymers in haircare formulations while delivering curl definition, frizz control and flexible hold.

More information: www.ch-bioforce.com

About Nordic Bioproducts Group

Nordic Bioproducts Group is a Finnish biomaterials company specializing in advanced cellulose technologies. Founded in 2019, the company has developed AaltoCell®, a patented platform technology enabling the production of high-value cellulose-based materials with significantly reduced environmental impact. In 2024, Nordic Bioproducts Group established a commercial-scale, EXCiPACT®-certified facility in Lappeenranta, Finland, supporting the forest industry's transition toward higher-value, more sustainable bio-based products. The company's head office is in Espoo, Finland.

More information: www.nordicbioproducts.fi/en

More information

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