Finnish CH-Bioforce® wins European Ingredient Innovation of the Year Award with oat husk-based hairstyling technology

HAIRFORSENSE® transforms an agricultural side stream into a high-performance, bio-based alternative to conventional fossil-derived hairstyling polymers.

Raisio, Finland, 14th October 2026 – Finnish biotechnology company CH-Bioforce has won the **Ingredient Innovation of the Year** award at the European Natural Beauty Awards 2026. The award was presented in Paris on 29 September 2026, recognising the company's HAIRFORSENSE technology for the innovative approach to sustainable hairstyling ingredients.

Selected among the Top 8 Natural Raw Ingredients of the Year, HAIRFORSENSE was recognised for its potential to address one of the cosmetics industry's long-standing challenges: replacing conventional fossil-derived styling polymers with renewable alternatives that meet modern performance requirements.

Developed using CH-Bioforce's proprietary BIOFORSENSE® biomass fractionation technology, HAIRFORSENSE transforms Finnish oat husk, an agricultural side stream, into a functional biopolymer system for hairstyling applications.

Turning agricultural side streams into high-performance ingredients

The global cosmetics industry is increasingly seeking alternatives to fossil-derived raw materials, particularly as demand for more sustainable formulations and regulatory requirements concerning microplastics continue to evolve.

Hairstyling presents a particular challenge. Conventional synthetic polymers provide hold, structure and control, but replacing them requires alternatives capable of delivering comparable functionality, flexibility and sensory properties.

HAIRFORSENSE has been developed to meet these demands through renewable, biomass-derived polymers. The technology enables flexible hold, curl definition and frizz control while supporting microplastic-free formulation strategies.

The innovation reflects CH-Bioforce's broader approach to biomaterials development: unlocking the value of underutilised renewable resources and transforming them into functional, high-value ingredients for industrial applications.

International recognition for Finnish biomaterial innovation

The European Natural Beauty Awards bring together brands, ingredient developers and other industry professionals working to advance natural beauty and cosmetic innovation.

Winning Ingredient Innovation of the Year represents an important international recognition of CH-Bioforce's research and development work and the commercial potential of advanced biomass fractionation technology.

The award also highlights the increasing importance of ingredient-level innovation in the transition towards more sustainable cosmetics.

"We are extremely proud to receive this recognition. HAIRFORSENSE is the result of years of research into how renewable biomass can be transformed into functional, high-performance materials. This award is a meaningful acknowledgement of our team's work and the potential of bio-based technologies to address real challenges in the cosmetics industry."

The significance of the award extends beyond the technology itself. Hairstyling has often received less attention in sustainable ingredient development than skincare, makeup and broader haircare categories. Yet it remains an area where conventional synthetic film-forming polymers play a central role and where new functional alternatives are urgently needed.

By recognising an innovation developed specifically for hairstyling, the European Natural Beauty Awards also bring greater visibility to a product category where the transition towards more sustainable ingredients has progressed more slowly than in several other areas of cosmetics.

Supporting the next generation of cosmetic formulations

For CH-Bioforce, the award marks a significant milestone in bringing renewable biomaterials into mainstream cosmetic applications.

Beyond hairstyling, the company's BIOFORSENSE technology platform enables the fractionation of biomass into valuable components, supporting the development of functional ingredients from renewable resources.

By combining advanced material science with circular raw material use, CH-Bioforce aims to help cosmetics manufacturers develop products that meet growing expectations for performance, sustainability and regulatory readiness.

"This recognition encourages us to continue developing practical alternatives to fossil-based ingredients and working closely with formulators and industry partners to bring these innovations into real-world applications."

About CH-Bioforce

CH-Bioforce is a Finnish biomaterials technology company developing high-value bio-based ingredients from renewable biomass. Founded in 2016, the company specialises in advanced biomass fractionation through its proprietary BIOFORSENSE technology. Its research and development operations and pilot plant are located in Raisio, Finland.

CH-Bioforce develops functional biomaterials for applications including cosmetics, supporting more efficient use of renewable raw materials and the transition towards circular, fossil-free solutions.

Images can be found here

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European Natural Beauty Awards 2026:
https://www.europeannaturalbeautyawards.com/