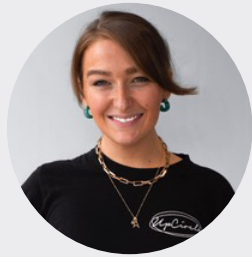


## ☕ Coffee Talk with Anna



**Please tell us about yourself, who are you and what do you do?** My name is Anna and I'm the co-founder of UpCircle. UpCircle has grown to be the UK's #1 upcycled skincare brand. We're committed to the circular economy through our use of up-cycled by-product ingredients as well as our packaging return and refill scheme.

**How did your journey towards sustainability begin and how did you come up with the initial idea?** I launched UpCircle with my brother William back in 2016. It all began at our local coffee shop where William learned that coffee grounds are sent to landfill to rot and produce methane, a greenhouse gas. With my passion for beauty I knew that coffee had loads of great skincare benefits, so that was our ah-ha moment!

**What are the biggest challenges you face?** We face new challenges each and every day. During Covid having coffee shops shut for months presented supply chain issues for us, but we managed to come out the other side standing strong. Whichever manufacturer we work with needs to be totally behind our circular economy ethos. We've faced a lot

of hurdles and had to start over on numerous occasions, there have been highs but there have also been lots of lows. The most important thing is that we kept going and found solutions that work.

**What is a possible future for your initiative? Where do you want to be within five years?** New product development is a big focus for us, and we're hoping to launch 6 new products before the end of the year. Next up, we'll be saving and transforming flower petals from florists and wedding venues. It's exciting to think of the impact we may have in diverting other ingredients from being discarded.

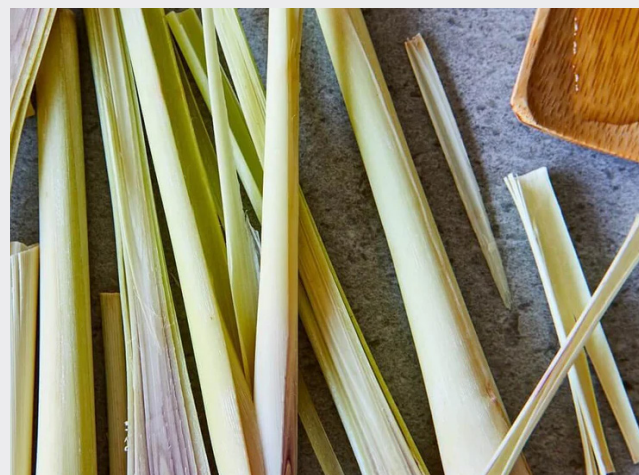
**If you have three free wishes, what would you wish for?** The ability to teleport, to finally have the solution to the plastic problem and for more hours in a day.

**What do you think we all can do to solve the plastic pollution problem in general?** Start with easy improvements and, as a consumer, be conscious that you vote with your money – so choose brands who have a genuine interest in positive impact.

Insights about the project

### “UpCircle Beauty”

by Anna Brightman, United Kingdom



*The UpCircle story started with the idea of giving used coffee grounds a new lease of life. We've now transformed more than 450 tonnes of the stuff into our sustainable skincare.*