



Sparkle Sustainably with Biodegradable Beauty

Executive Summary: GAIA Biodegradable Glitters

Traditional glitters based on Plastic have gained increased attention because of their part in microplastic pollution in ecosystems, particularly in marine areas. Therefore, biodegradable glitters have emerged as a sustainable alternative that offers the same visual appeal without harming the environment over time.

Biodegradable glitters are typically made from plant-derived materials such as cellulose from eucalyptus or corn etc. These glitters decompose naturally in soil, compost, or marine environments within weeks to months, depending on conditions. Unlike conventional glitters, which are composed of PET or PVC plastics and take hundreds of years to degrade, biodegradable glitters significantly reduce the ecological footprint of cosmetic, craft, and decorative applications.

The global demand for eco-friendly products has fuelled innovation and growth in the biodegradable glitter market. Consumers, manufacturers, and regulatory bodies are increasingly prioritizing sustainable solutions, leading to the development of glitters that meet both aesthetic and environmental standards.

Major applications include:

- **Cosmetics and personal care** (eyeshadow, nail polish, body glitter, necklaces, Jewellery)
- **Arts, crafts, and education**
- **Textiles and fashion**
- **Vehicle and other reflective paints**
- **Eco-friendly packaging and event decorations**

Key benefits include:

- **Eco-Friendliness:** Reduces microplastic pollution.
- **Non-Toxic Ingredients:** Safe for skin, animals, and the environment.
- **Wide Application:** Suitable for cosmetics, festivals, arts, and packaging.

Significant opportunities exist in partnering with clean beauty brands, educational institutions, and sustainable packaging firms.

In conclusion, biodegradable glitters represent a significant step toward reducing the environmental impact of decorative materials. As technology advances and consumer awareness grows, they are poised to replace traditional glitters across multiple industries, aligning beauty and entertainment trends with sustainability goals.