

## Sustainable synthetic biology is taking over cosmetics, personal care

Synthetic biology companies are already producing many of the ingredients found in personal care products using biosynthesis, the same basic process used to make beer. But instead of yeast converting sugar into alcohol, biosynthesis can be engineered to convert sugar into just about anything you want. These new bioengineered products are more environmentally friendly than traditionally sourced products.

[Amyris](#), a pioneering synthetic biology company, uses biosynthesis to create squalene, an important moisturizer and antioxidant found in many personal care products and certain vaccines. Sharks, especially those found deep in the seas, are targeted for the high concentration of squalene found in their livers.

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Another company developing sustainable cosmetics using synthetic biology is [Geltor](#). The company has developed animal-free collagen, one of the most plentiful proteins in mammals.

Most collagen used in personal care comes from the hides and connective tissues of cows (and fish, in the case of marine collagen). Because factory farming (and fishing) can't keep up with the demand for collagen, Geltor's product is important not only to meet demand, but to sustain the environment.

**Read full, original post:** [Synthetic Biology Is Disrupting Personal Care, Making It More Sustainable — And More Personal](#)