






<p>Vetik helps cosmetic producers make natural products by providing a new red colorant from seaweed.</p>	<h3><u>Description</u></h3>  <p>Vetik was founded to valorise red seaweed. The goal is to substitute synthetic products e.g colorants, fertilizers with natural ones. The company's advantage is access to a unique source of red seaweed which we can harvest 1000 tons per year.</p>
 <p>Vetik Estonia</p>	<h3><u>Business Model</u></h3>  <p>Cosmetic industry needs bright and beautiful colorants for decorative and skincare products. This market has mostly been covered by dyes and pigments synthesized in laboratories, majority of which are based on petroleum and other mined minerals, which can be harmful for health and environment. We are bringing a new red pigment to the market, which is made from seaweed, so it's natural, vegan and with potential skin rejuvenating properties. Our business is B2B, we are going to sell the colorant directly to cosmetic producers.</p>
<h3><u>Category</u></h3> <p>Circular economy / waste mgmt.; Agriculture; Manufacturing; Cosmetics; Biotech</p>	<h3><u>Target</u></h3>  <p>At the end of 2020 we plan to have a pilot production plant in place and at least two products in the market.</p>
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