





<p>123zero develops no waste shampoo marbles to eliminate single-use plastic bottles in the cosmetic industry.</p>	<h3>Description </h3> <p>123zero tackles single-use plastics in cosmetic industry with shampoo marbles composed of a dehydrated shampoo core and a protective layer made of 100% biodegradable polymer derived from seaweed. All components of shampoo marble are renewable and completely water-soluble. Our production process is sustainable and socially responsible. We are planning to provide working opportunities to various vulnerable communities.</p>
<p>ONETWOTHREEZERO</p> <p>123zero Slovenia</p>	<h3>Business Model </h3> <p>123zero aims to solve two major problems in hospitality and cosmetic industry: 1. Single-use packaging. Hospitality industry annually generates 200 million units of single-use plastic bottles. 2. Water waste. Shampoos contain 80-90% of water. This results in 4 million liters of waterwaste in manufacturing process every day. Shampoo marbles with 100% biodegradable packaging create no waste and decrease water usage by 90%. The final product is not only sustainable, but also convenient to use in a travel kit.</p>
<h3>Category</h3> <p>Cosmetics</p>	<h3>Target </h3> <p>Firstly, we aspire to move from the lab and set up a manual production place and produce the first batch of products. Secondly, we want to generate sales to get a proof of concept from first customers. Thirdly, our goal is to build a website and get media coverage to raise brand awareness. Finally, we aim to start the process of diversifying our product range.</p>
<h3>Contact </h3> <p>Martin Leban martin@123zero.eu <a href="https://123zero.eu">https://123zero.eu</a></p>	<h3>Notes</h3>