

MOTHER NATURE

"Green" is the hot topic on everyone's list. We've seen green products and services introduced in a myriad of industries. There are emerging, environmentally friendly ingredients and materials being used to meet the demands of eco-conscious consumers. Corn, potato, soy, and bamboo aren't just for eating anymore; these ingredients are finding new earth-friendly uses in design, fashion, and beauty.

Want to be good to our planet? Instead of plastic or styrofoam, try using a biodegradable cup made with **NatureWorks PLA**, an eco-friendly resin made from corn. While you are at it, you can throw your trash away in a **BioBag**, a "100% biodegradable and 100% compostable bag" derived from corn. If you're fashion minded maybe you should wear stylish clothes that use **Ingeo™**, a man-made corn fiber. Even your cosmetics can be earth friendly. Try **PlantLove™ Botanical Lipstick by Cargo** - the lipstick tube is made from corn and the lipstick is formulated without mineral oil or petroleum.

Not a fan of corn? You can use **Spudware™**, a biodegradable line of utensils and **Potato Pak**, a biodegradable line of plates and bowls both made from potato. Prefer Sweet Potato? **Toyota** is researching the use of Sweet Potato as a substitute for petroleum based plastic for their new car designs.

If potatoes don't tickle your fancy, how about **Soy**? The soybean is used to create an eco-chic fiber, a non-toxic ink, and is an ingredient in beauty care products. Fashion designers are creating comfy clothes such as men's underwear by **2(x)ist** and baby clothes by **Baby Soy**. The **Aveda Light The Way** candle package uses soy ink for its label and **Fresh** offers a **Soy Face Cleanser**.

Allergic to soy? Why not try **Bamboo** instead? Bamboo is the "it" material for sustainable design in residential and commercial buildings, but it is also appearing in fashion and home decor. For example, the **T Salon** designed their retail boutique with hand-crafted bamboo and **3 R Living** sells bamboo kitchenware such as cutting boards and bowls. **Same Underneath** features a wide range of bamboo apparel and **Bed Bath & Beyond** carries an exclusive line of Bamboo twill sheet sets.

Need to be more eco-savvy? Let Trendincite green your scene with a custom-designed trend excursion to explore this trend and translate it into your own products and/or services.

Want to explore other emerging trends? Contact us at inquiries@trendincite.com or at 888-561-1229.

Feel free to forward this e-mail to friends and colleagues who need to be in the know.

Regards,

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Your Trend Maven
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