

Crafted from coffee grounds, a beauty solution discovered at the bottom of a coffee cup, the highly anticipated UpCircle skincare range launches in Australia today. The UpCircle range is 100% cruelty-free, organic, repurposed, recyclable, vegan, sustainable, ocean friendly, palm-oil free, handmade from all natural and unique ingredients, and made in the UK. Erica Galea, Marketing Manager at Chemcorp International says, "We are very excited to be introducing UpCircle to the Australian beauty market. With a vision of leaving the world in a better condition than when we found it, we are pleased to grow a brand our team so strongly believes in. We think Australia will fall in love with these fun and beautiful products and brand values very quickly!" London based siblings behind the brand creation, William and Anna Brightman, found that the level of antioxidants in coffee gets higher after it has been brewed, which is why their products are perfect for all skin types. Using the highest-quality Arabica coffee, the grounds retain their quality after they have been turned into beauty products. The product line to launch in Australia includes: Body Scrubs | RRP \$29.99 | Made with repurposed coffee grounds Exfoliating coffee body scrubs with a base of sea salt, shea butter coconut oil. Buffs away dry, dead cells leaving skin feeling smooth and refreshed. Packed with antioxidant-rich caffeine, helping to boost blood flow and reduce cellulite. Available in three variants: Tangerine, Peppermint & Lemongrass. Face Scrubs | RRP \$25.99 | Made with repurposed coffee grounds Exfoliating coffee face scrubs to target to different skin types. Available in three variants: Coffee & Floral Oils (for sensitive skin), Coffee & Herbal Oils (for oily/combo skin) and Coffee & Citrus Oils for dry/dehydrated skin. Soap Bars | RRP \$17.99 | Infused with repurposed chai spices A curated blend of nine spices to provide natural scent and gentle exfoliation. Aromatic spice blend includes Cinnamon, Cloves, Ginger, Nutmeg, Cardamom and Vanilla. Perfect for daily use on face or body, palm oil free and 100% natural. Available in two variants: Fennel & Cardamom, and Cinnamon & Ginger. Facial Serum | RRP \$29.99 | With coffee oil from repurposed grounds Multidimensional oil suitable for all skin types for use at morning and night. Highly nourishing serum with powerful actives that boost collagen and keep skin firm. A hydrating blend of jojoba, sea buckthorn and rosehip oils. Vitamin C and Antioxidant-rich coffee oil helps to fade dark spots and brighten your complexion. It can also be used as a beard oil! UpCircle will be launching into Australia with Adore Beauty, RY.com.au (The Hut Group) and online: [www.upcirclebeauty.com.au](http://www.upcirclebeauty.com.au) @upcirclebeauty.australia #UpCirclesAus

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