



SAVVY ELEMENT





# The journey

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Shift to sustainable consumption self-care  
Why not have ideally manufactured & benefits for our health & the environment  
high quality products?

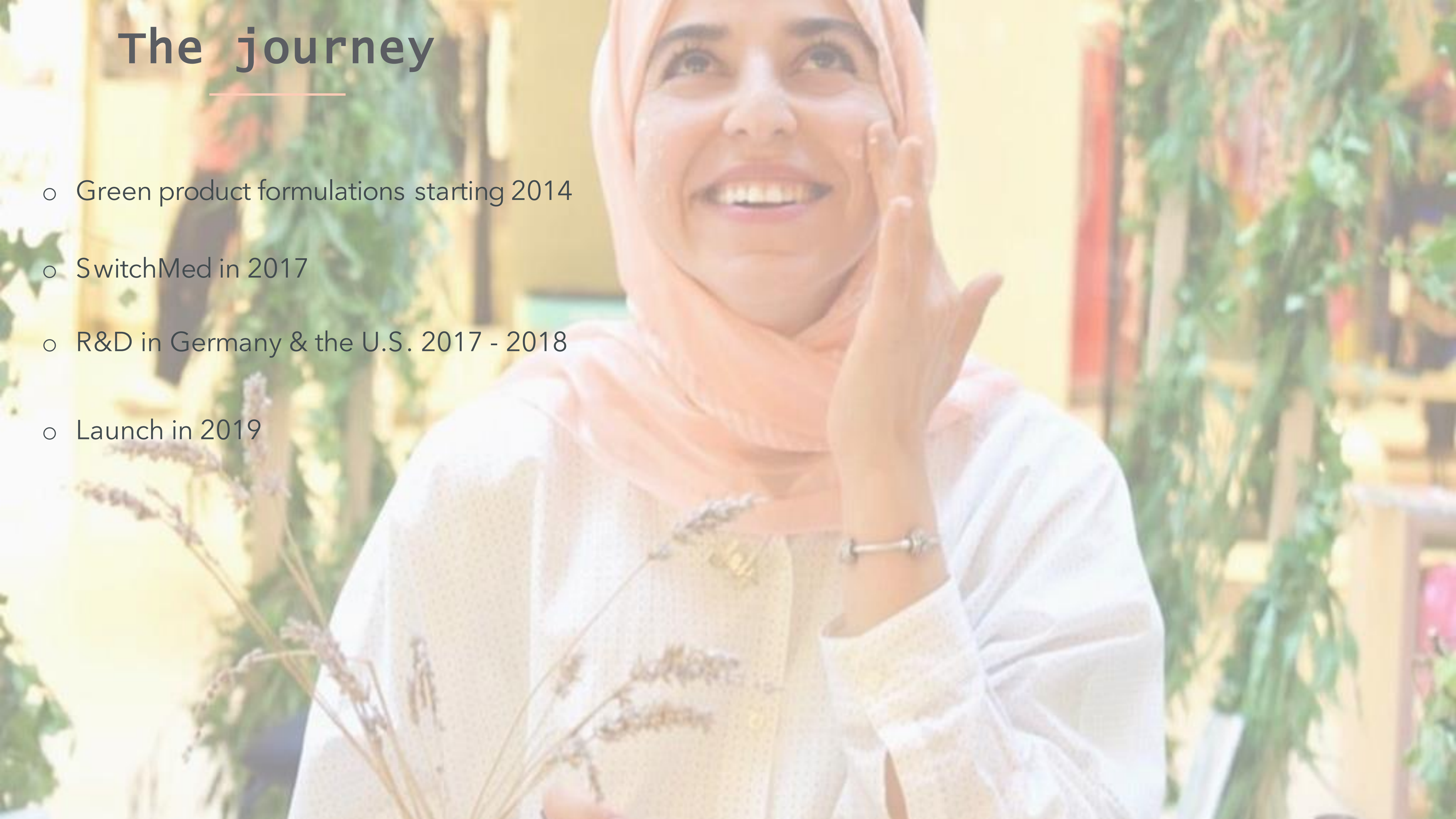




# The journey

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- Green product formulations starting 2014
- SwitchMed in 2017
- R&D in Germany & the U.S. 2017 - 2018
- Launch in 2019





# Into Savvy Element

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*A Lebanese manufacturing brand for homecare  
& selfcare products.*



# Into Savvy Element

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*A Lebanese manufacturing brand for homecare  
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# what is a green product?

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How much water was wasted  
when this product was made from  
how many recycled materials



# Circularity is the ultimate purpose

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*When we create products that can't be processed by this ecosystem, we should expect that the same harm we are causing the environment will also occur on the micro level: inside our bodies.*





# Our holistic view of sustainable production

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*Minimizing environmental  
harm*

*Responsibly sourced  
materials*

*A sustainable value chain*



*Sustainable packaging*

*Energy efficient techniques*



# The shampoo bars

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- Have a lower overall carbon footprint
- Require less (or no!) packaging
- Are long-lasting





# How I started

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*Mid 2019 at small markets & popups*





# where we are today

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*A New Earth*

*Mint Basil Market*

*The Sage Parlour*

*Tawlet*

*Maison Titus*

*Meat the Fish*

*Live Organic*

*Liv Good*

*Matcha & Mascara*

*Panier du Coin*

*Erthona*

*Between matter and life, there's chemistry*

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# The challenges

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- The economic crisis → Sourcing of materials
- The currency devaluation → Pricing
- The Beirut Port explosion → Production & Ops
- The lockdown → Operations
- The electricity & fuel crisis → Production





## October 2020 - Bassatin Baanoub



▲ *Pisum arvense* L. Masnaa, Chekka. Fields.  
Field pea. POIS DES CHAMPS. بيسة الحقل.  
Creeping plant 1 m long; 2-3 pairs of ovate leaflets;  
bluish big flower has purple wings; reticulate pod;  
smooth angular seeds. Fl: 3-4.



▲ *Pisum fulvum* Sibth. & Smith. Rayfoun, Aayta-  
roun, Khardali, Sarada. Grass land, common.  
EMR.  
Tawny pea. POIS FAUVE. بيسة برية.  
Creeping glabrous plant 20-60 cm; 1-2 pairs of oval  
leaflets; fulvous yellow flower with bi-lobed stan-  
dard; reticulate, short pod. Fl: 3-5.



▼ *Pisum elatius* Bieb. > Ras Bayada. Fields.  
Purple pea. POIS ELEVE. بيسة عالية.  
Creeping plant 2 m long; 1-3 pairs of ovate leaflets;  
reddish standard with purple wings; pale keel, reticu-  
late pod; marbled seeds. Fl: 3-4.



▲ *Pisum humile* Boiss. & Not Seemine. Aayya.  
Fields. EMR.  
Low pea. POIS HUMBLE. بيسة غالية.  
Climbing plant 30-60 cm; 2-3 pairs of ovate leaflets;  
tern lilaceous keel with pale purple wings; reticulate  
pod; green marbled globulose seeds. Fl: 3-4.



▼ *Psoralea bituminosa* L. Kfardanis, Hamat,  
Chabrouh, Baskinta, Jhr et-Bacha, Tyre. Waste  
ground.  
Bitumen pea. HERBE AU BITUME. حومل جيري.  
Spreading or erect plant 30-100 cm; leaflets with vari-  
ous form, median is very petiolate; blue-violet flower  
15-25 mm with hirsute calyx; oval hispid pod  
with long beak. Fl: 4-7. M.



▼ *Retama raetam* (Forssk.) Welf. Khaldeh.  
Coastal scrub.  
White bloom. RETAMA RETAMA. رة.  
Shrubby tree with 1-2 m (exceed: 3000). Fl: 1-3.





# Collab with Balkis

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- Citrus extracts are obtained from citrus peels
- Collab with a business that uses the fruit & discards the peel
- A circular model in sourcing!





*“A human being is a part of the whole called by us universe, a part limited in time and space. He experiences himself, his thoughts and feeling as something separated from the rest, a kind of optical delusion of his consciousness. This delusion is a kind of prison for us, restricting us to our personal desires and to affection for a few persons nearest to us. Our task must be to free ourselves from this prison by widening our circle of compassion to embrace all living creatures and the whole of nature in its beauty.”*

