

Eureka Globalstars

Project partners Search Form

Contact Person Details	
Name: Thais Guaratini	
Position: owner	
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Organization Details:			
Name: Heborá			
Country: Brazil		Website: www.hebora.com.br	
Type of Organization:	<input checked="" type="checkbox"/> SME	<input type="checkbox"/> Large Company	<input type="checkbox"/> University
	<input type="checkbox"/> Research Inst.	<input type="checkbox"/> Administration	<input type="checkbox"/> Other (specify):
Number of Employees:	<input checked="" type="checkbox"/> < 10	<input type="checkbox"/> 11-50	<input type="checkbox"/> 51-100
	<input type="checkbox"/> 101-250	<input type="checkbox"/> > 250	
Describe the activities, products, services, and expertise of your organization:			
<p>Brazilian native bees represent an immense biological heritage in our country, with more than 300 species distributed across various regions and forest formations. They are considered key pollinators, crucial for the maintenance of various plant species in these ecosystems, and they also produce high-quality honey and resins.</p> <p>Honey and propolis from native bees have the potential to generate a wide variety of products, as they consist of natural foods with complex compositions, varying depending on the bee species, nectar/resin sources, and climatic conditions of the producing region. It is from this source of chemical diversity that our team has developed processing and analysis technology, ensuring the description of the organic substances that make up its assets and the safety of its products. Despite being complex research topics, our efforts contribute to the knowledge and valorization of Brazilian biodiversity through metabolomics.</p> <p>Our company considers toxicological safety, the efficiency of the industrial scaling process, market positioning, as well as traceability and monetization supported by artificial intelligence.</p> <p>Heborá has three product lines: honeys from stingless bees of Brazilian Biodiversity; Propolis and Propolis Spray; and natural cosmetics produced with bee products and developed by us as raw materials. We are clearly an expanding company. In Research and Development, in addition to developing raw materials and new products with</p>			

inputs from stingless native bees, we intend to develop mechanisms for customer immersion through a digital platform, providing product traceability and their chemical compositions.

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Complete this template and send it back to your national contact point:

- Lieve Apers – VLAIO (Belgium, Flanders) lieve.apers@vlaio.be
- Rodrigo Moraes – FINEP (Brasil) internacional@finep.gov.br
- Klara Musilova – MEYS (Czech Republic) Klara.musilova@msmt.cz
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- Arnold Meijer – RVO (The Netherlands) Arnold.meijer@rvo.nl
- Umut Ege – TÜBİTAK (Türkiye) eureka@tubitak.gov.tr

Project Details	
Project Title	"Native Bee Propolis-Derived Antioxidant: A Vitamin C Alternative in Cosmetic Industry"
Acronym	BeeProp Antiox: A Vitamin C Alternative for Cosmetics
Tech area	Chemistry, Pharmacology and Cosmetology
Keywords	Native bee propolis; Antioxidant; Pharmaceutical ingredient; Cosmetic industry; Vitamin C alternative; Natural products
<p>Describe your Project:</p> <p>The Convention on Biological Diversity (CBD) recognizes bees as crucial agents in preserving global biodiversity, with a significant economic impact. Meliponiculture, the rational breeding of native bees, promotes sustainable bee practices, contributing to environmental conservation. Bee products, particularly propolis derived from stingless bees (ASF), have a high market value due to unique properties and organic nature.</p> <p>This project aims to harness the antioxidant properties of clarified propolis extracts from two species of native bees, <i>Frieseomelitta longipes</i>, and <i>Scaptotrigona nigrohirta</i>, for use in the cosmetic industry. The goal is to provide a natural alternative to vitamin C in cosmetics. However, challenges arise from the coloration of propolis and the need for standardization.</p> <p>The process involves the ethical and sustainable collection of propolis from Amazonian communities, extraction of hydroethanolic extracts, development of an efficient clarification method preserving active compounds, stability, and standardization using HPLC-MS/MS. The final objective is to obtain a standardized, clarified propolis extract suitable for use in the entire industry, meeting all necessary national and international standards. This aligns with the growing demand for natural and environmentally conscious cosmetic products.</p> <p>The potential impact extends beyond the cosmetic industry, promoting economic opportunities for Amazonian communities and conserving populations of native bees. By addressing challenges related to color and standardization, the project aims to provide a stable and effective antioxidant ingredient for sustainable skincare.</p>	
<p>Describe the innovative part of your project:</p> <p>The primary innovation of this project lies in the utilization of clarified propolis extracts from native bees, especially from the species <i>Frieseomelitta longipes</i> and <i>Scaptotrigona nigrohirta</i>, as an antioxidant ingredient in cosmetic products. The innovative approach involves overcoming challenges related to the natural coloration of propolis and the need for standardization to ensure its viability and efficacy in cosmetic formulations.</p>	

The ethical and sustainable extraction of these extracts, followed by an efficient clarification process, aims to preserve the active compounds of propolis while eliminating impurities. The standardization of the extract is conducted through advanced techniques such as HPLC-MS/MS, allowing for the precise identification of the phenolic compounds of interest. The application of these clarified extracts in cosmetic products provides a natural and stable alternative to vitamin C, meeting the growing demand for more sustainable and environmentally conscious cosmetic products.

Furthermore, the project takes an integrated approach, considering not only the innovation in the formulation of the final product but also the positive economic impact on the Amazonian communities involved in propolis production. The valorization of native bees, the promotion of sustainability, and the contribution to biodiversity conservation are innovative elements that highlight the uniqueness and breadth of this project in the cosmetic industry.

Describe the market expectations of your project:

The cosmetic market is currently undergoing significant growth, accompanied by a noteworthy trend in consumer awareness regarding their consumption choices. Within this context, there is an increasing demand for natural products, sustainable packaging, and production practices with a reduced environmental impact.

This shift in mindset mirrors a growing concern for environmental preservation and the adoption of sustainable practices in the cosmetic industry. Companies in the sector are adapting to this new reality by developing cosmetic lines that prioritize the use of natural ingredients, adopting more eco-friendly manufacturing processes, and exploring solutions for recyclable or biodegradable packaging.

In addition to established companies, new entrants in the industry have emerged with this mindset from the outset, demonstrating alignment with current market demands and environmental concerns. The growing awareness of the environmental impact of cosmetic consumption is shaping the entire sector, propelling a more responsible and sustainable approach for the future.

By encouraging the conscientious use of bee products, our aim is to contribute to the efficient utilization of natural resources and waste reduction, thereby strengthening environmental sustainability. Our business model is innovative as it encompasses not only the acquisition of new products but also promotes sustainability, creating a solid foundation for company growth while bolstering the beekeeping chain and pollination.

We anticipate market stimulation, as this product will not only meet the demands of our R&D but also create opportunities for other companies seeking natural and functional ingredients, becoming a new revenue source and expanding our visibility in

the natural ingredients industry. Driving demand for bee products fosters this production chain and provides economic and social benefits to beekeepers and rural communities.

The focus on promoting pollination contributes to the health of ecosystems and agriculture, becoming a significant environmental and social differentiator associated with our product. This enhances the interest of consumers and partners who value environmental responsibility.

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Possible Partner Profile:		
Type of Partner Needed (multiple choices are allowed)	<input type="checkbox"/> SME <input checked="" type="checkbox"/> University <input type="checkbox"/> Administration	<input checked="" type="checkbox"/> Larger Company <input checked="" type="checkbox"/> Research Institution <input type="checkbox"/> Other (specify):
Describe the expertise of possible partner(s) required for your project:		
<ul style="list-style-type: none"> • Regulatory Affairs • Pre-clinical Research • European Market: Logistics and Licensing • Pharmacovigilance, Pharmacokinetics, Pharmacodynamics Studies • Antioxidant Activity Assays • Stability Assays • Marketing 		
Describe the role of possible partner(s) in your project:		
<ul style="list-style-type: none"> • Distribution: Import and Licensing • Scientific and Intellectual Cooperation • Execution and Development of Stability Tests • Antioxidant Activity Assays • Support in Pharmacological Assays 		

Deadline for Partner Search:

Until April 30, 2024

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