

OCTOBER 28TH, 2026

SURFsUP

NEWSLETTER #6

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From molecules to products: the SURFs UP prototypes are virtually launched!

The SURFs UP prototypes now have their own space on the project website, and for the first time, anyone can see the everyday products our partners are formulating with second-generation biosurfactants made from waste and side streams residues.



What you will find on the website

The new prototypes section on www.surfs-up.eu presents each product with a short description, the biosurfactant it contains, and the partner who developed it. Partners turn SURFs UP biosurfactants into ready-to-use formulations and test them against products already on the market. The first ones to be launched cover **two** application areas:

- **Home care:** cleaning products such as hard surface cleaners and dishwashing products. One example is *Dishtroyer*, the dishwashing liquid developed by AmphiStar with SURFs UP biosurfactants.
- **Personal care:** products such as body lotion, make-up remover and liquid hand soap.

What you will find on the website

Before being published on our website, SURFs UP prototypes were showcased at four events across Europe.

Date	Event	Partner	Prototypes presented
20 October 2026	Global Economy Summit	BBEPP	Dedicated CBE JU booth featuring Dishtroyer dishwashing liquid
3–4 June 2026	EU Green Week 2026	BBEPP	New solutions based on bio-based surfactants
24 March 2026	CBE JU Stakeholder Forum 2026	BBEPP and AmphiStar	Dedicated booth featuring Dishtroyer dishwashing liquid
13–15 October 2025	SEPAWA Congress 2025	AmphiStar	Prototype formulations and a presentation on sustainability
8–10 April 2025	In-Cosmetics Global 2025	AmphiStar	First prototypes, tested by B2B and B2C users: hand soap, make-up remover, body lotion

Why this matters?

SURFs UP prototypes demonstrate that its biosurfactants perform in real-world products, not just in the lab. The project committed to demonstrating at least 5 prototypes across home care, personal care and agrochemistry applications.
Each formulation is benchmarked against existing products and developed under the Safe and Sustainable by Design (SSbD) framework. The aim is to develop products that perform as well as current ones while relying less on fossil and palm-based ingredients. Products that perform well and have a lesser environmental impact, with CO2 savings calculated between 35% and 70% depending on the ingredient.
For everyday users, these prototypes bring the technology to life in familiar products, such as washing-up liquid and shampoo, made with ingredients derived from a more sustainable and circular approach.

What comes next?

The prototype development continues until mid-2027, and the communication will grow with it, with additional activities:

- Testing and scale-up: the best formulations move to larger scale and full application testing against market benchmarks.
- Consumer study: Consorzio Italbiotec and the other end users will survey consumers on how they perceive these products and whether they would choose them over conventional ones.
- Public results: a summary of all formulation and prototyping results will be published as a public deliverable toward the end of the project.

👉 **Stay connected via our website and our LinkedIn account to know early about upcoming events, results and stories!**

#HorizonEurope #SURFSUP #Bioeconomy #Sustainability #Innovation #CircularEconomy #Biosurfactants #SSbD #CBEJU #EUResearch

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Bio-based Industries Consortium
Co-funded by the European Union
UKRI UK Research and Innovation