

Helen Barnett's Portfolio

I am a former associate editor of a national newspaper website who, after more than a decade in print and online journalism, launched my own content strategy and writing business.

I have the unique mix of quality writing skills and strategy and I get the biggest buzz when I can mix the two.

About Me

Features/case studies/profiles - Deloitte

Blog writer - personal finance website

Thought leadership - sustainable beauty company - The Upcycled Beauty Company

Thought leadership - sustainable tech company CEO - Genuine Solutions

Sales collateral - Chartered Management Institute

Website landing page - Chartered Management Institute

Press release - Tech B Corp - Genuine Solutions

LinkedIn and blog writing - executive coach - Lisa Christie

Feature writing - wellness - Happiful Magazine

Newsletter editing - Daily Express

Blog editing - law firm - Bolt Burdon Kemp

PR - personal branding - Christian McBride

Contact



About me

With 15 years of journalism under my belt I know how to spot the story.

I worked my way up through newspapers from regional weekly reporter to associate editor of a national news website due to plenty of listening, learning and determination.

Having spent half my career in managerial positions I directed teams on which stories to tell and how – paving the way for a career as a content strategist.

I missed doing 'the thing' so quit news to do strategy and writing for businesses, getting into the weeds of what makes them tick and pulling out the values that connect with their target markets so they can hit their goals. Whether that's more sales, positioning, or something else.

Values are what drives my content strategy process. What values do you share with your ideal customers?

Let's lean into them and own them.



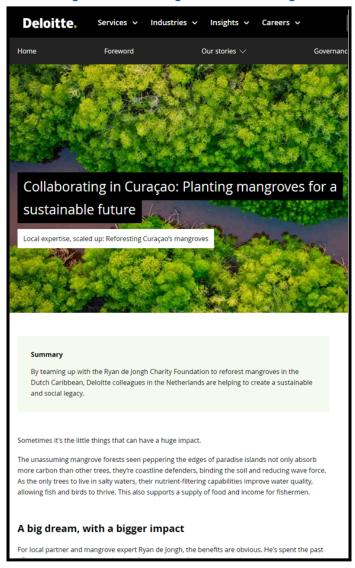
Features/case studies/profiles for Deloitte:

Collaborating in Curação: Planting mangroves for a sustainable future

Women in audit: A two-year secondment is still going strong 18 years later for Allee

<u>Creating a simulated world to learn in: Reckitt is using AI to give its marketers experience they can use in real life</u>

Kickstarting Careers: A bright start and a brighter future for Audit & Assurance talent





Blog writer for personal finance website:

See more at: https://www.nimblefins.co.uk/author/helen-barnett



Helen Barnett

EXPERT CONTRIBUTOR

Helen is a journalist, editor and copywriter with 15 years' experience writing across print and digital publications. She previously edited the Daily Express website and has won awards as a reporter. Read more large



New ISA rules announced in Autumn Statement - the good... and bad changes explained

Changes to ISA rules have been announced in the Autumn Statement - here's what the new rules mean for your ISA.

NOVEMBER 27, 2023



Hope for cheaper electric vehicles as used EV sales double

Electric vehicles are beginning to filter into the secondhand car market, making it cheaper to go green.

NOVEMBER 20, 2023



Households close to new pylons to get £10,000 off bills to speed up EV delivery

People living near electricity pylons will receive up to £10,000 off their bills in new plans.

NOVEMBER 20, 2023



Savings rates FINALLY beat inflation - best accounts so you actually MAKE money

Interest rates on savings accounts are above inflation levels for the first time in two years - here are the best savings accounts right...

NOVEMBER 20, 2023



Up to half a million could be without bank in months - 10 areas most at risk

Almost half a million people are on the cusp of being 'bankless' within the next year as high street bank closures continue, according to...

NOVEMBER 14, 2023



BMW announces hands-free driving so users can stream videos or check phone on daily commute

Drivers will be able to safely check their phone and watch TV with new hands-free technology introduced by BMW.

NOVEMBER 14, 2023



Thought leadership for sustainable beauty company:

Waste not, want not: Upcycled ingredients

UPCYCLED INGREDIENTS 77

Waste not, want not: upcycled ingredients

Helen Barnett - The Upcycled Beauty Company

The way we shop is changing it is no longer The way we shop is changing. It is no longer enough to promise powerhouse products and slew of vague claims around naturality. A new generation of wary, passionate and careful consumers are here and personal care brands must prioritise authentic and effective certains bitter. If they are to be bitter. sustainability if they are to thrive.

sustainability if they are to thrive. People are aligning with brands that have the same ethics as them. We have all seen this, especially since the pandemic. Indeed, sustainability is important to nine in hen shoppers, according to a report by sustainability marketing organisation Provenance. As climate issues are engrained in the As climate issues are engrained in the

consumer conscience and felt in real-time personal care credentials need to be authentic

personal care credentiats need to be authentic, and become such a normal part of operations it is not even considered news. So how do we get there? At The Upcycled Beauty Company, we propose the personal care industry can thrive from waste products alone to produce raw materials all the way through to produce the products alone to produce raw materials all the way through to

to produce raw materials all the way through to packaging. This is not a new concept or process and it is not a glant leap for our industry. Many hyperdeints we already use are by-products – nobody is drilling for crude oil to make Vaseline. Exitingly, there are so many new upcycled ingredients and circular technologies entering the personal care sphere, and the innovation is inspiring. Take Hamburg-based ingredient manufacturer Lignopure. It has created lignoplace all intended.

manufacturer Lignopure. It has created LignoBaxe, a line of upcycled, lignin-based ingredients from renewable vegetal sources with multifunctional properties. The natural molecular structure offers SPF and antioxidant boosting with a soft matte finish to multiple formulations such as CC (colour/complexion correcting) and BB (beauty balm) creams, mascara and more? Our own Blueberry NECTA®, an active oil that packs a nurch assigns thus light made.

Our own Blueberry NEC 14*, an active oil that packs a punk against blue light, made from cold-pressing blueberry seeds saved after the flesh has been Julced. Just one bliogramme of oil diverts waste from 600,000 blueberries. Leftover waste seedcake is then repurposed again to make 4 kilogrammes of active powders for cleansers and exfoliants.

Active Connecti bas developed a protein-

Active Concepts has developed a proteinmimicking material for hair care, made from mimicking material for hair care, made from upcycled orange yilo and oranges 'too ugly' to make it to supermarkets. Discarded oranges undergo enzymatic extraction and modification to create a water-soluble active to smooth and strengthen hair.' It is great to see the industry is already. Jakket cares powered circularity and was already taking steps towards circularity and we champion all these efforts



Motivations for upcycled ingredients Before we go into how we can close the circular gap, it is good to know the reasons why we should bother. Tackling food waste is key to limiting climate change, according to the research. With uneaten food accounting for at least 8% of global greenhouse emissions. Shockingly, a third of food is lost during production? When something goes uneaten, it is not just a head of broccoil going from the fides to the bit. It is the invisible water energy.

it is not just a head of broccol igning from the fridge to the bin. It is the invisible water, energy, materials and money that have been needlessly used to grow, harvest, package, transport, store and prepare the produce. Then there is the cost and resources of dealing with that broccoli when the bin is collected.

And what of that bin? It has become quite clear to us in Western countries that what we clear to us in Western countries that what we deem as rubbish often pops up somewhere ebe – usually a developing country country.* In fact, 192 million tonnes of waste were traded around the world in 2018 according to OFCD figures? The West is starting to wake up to their waste responsibility. In a move to encourage

turning waste into a resource, the European

Parliament voted in January in support of a new EU law to ban the shipment of waste destined for disposal.® November 2022 saw the global population surpass & Billion people, sparking concern over food security, nutrition and climate change. We do not think the personal care industry should be taking primary resources to manufacture products and we know there is a better way for people and the plane

How ingredient manufacturers are interrupting supply chains It is not harder to work with upcycled supply chains, just different. Instead of the traditional linear economy and process of take-makelinear economy and process or take—maxe-dispose. Ingredient manufacturers can reverse this: investigate what is being disposed of and determine what can be created. If we think of waste as a resource with value, rather than worthless craps, it becomes a profitable commodity. This leads to fascinating innovation without writines where the commodity. without utilising virgin resources.

In one example, we take waste from a local

In one example, we take waste from a local gin distillery in the UK to create barley extract ferment. During the gin-making process, malted barley is fermented to make alcohol before the ethanol is removed during distillation. While the ethanol goes on to make gin, the leftover grain ferment would be wasted.

Instead, it is taken and combined with

Instead, it is taken and combined with glycerine (which is another by-product) to eliminate the need for any preservative (Figure 1). This upcycled active quenches thirsty skin by offering long-lasting hydration and delivers three times more molsture than glycerine alone. Shown to reduce the pro-inflammatory cytokine IL-8, this ferment also helps calm and soothe stressed-out skin. For every bottle of gin produced for utilizes of waste are taken from

soothe stressed-out skin. For every bottle or gin produced, four littes of waste are taken from distillers for this process. No new materials are created — no existing resources are wasted. In another, SurfactGreen has created CosmeGreen, a line of biobased, readily biodegradable cationic surfactants utilising the principles of even and incruded chemistry. principles of green and upcycled chemistry. These products provide body and formulation stability to emulsion systems.

stability to emulsion systems. Meanwhile, waste from sugarcane has been captured to create an emulsifier. Sensient's Natpure SOL is a mixture of sugar and lauric acid with a high solubilizing efficacy, mixing well with both aqueous and hydroalcoholic products.

Furthermore, upcycled ingredients are

www.personalcaremagazine.com

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Thought leadership for sustainable tech company:

Why telecoms must embrace the circular economy or be left behind

WHY TELECOMS MUST EMBRACE THE CIRCULAR ECONOMY OR BE LEFT BEHIND

There's a quiet revolution happening in tech - and it's sitting in your top drawer.

Refurbished mobile phones, once seen as a second-best option, are fast
becoming the smart choice for consumers, networks and the planet.

This revolution is happening across the world with the global refurbished smartphone market expected to grow from \$82 billion in 2024 to \$256bn by 2034. That's a 312% rise in 10 years.

|SOURCE https://www.globenewswire.com/newsrelease/2024/09/04/2940201/0/en/Global-Refurbiabed: Smartishone-Market Size-To-Worth-USO-256-415-90-Million-By-2034-CAGR-01-12-10.html

I say this statistic as a word of warning – recycling technology is no longer just a buzzword, it's part of the future. Mobile phone retailers and networks need to adapt their model to include refurbished technology or be left behind.

At Genuine Solutions and Relove Technology, we've spent 20 years recovering, repurposing and redistributing tech. The change we're seeing now is unprecedented. Networks are setting up dedicated circular economy arms. Consumers are actively choosing preloved over premium.

And what's exciting about this is it helps not just the environment. And not just society by getting more people online. It also helps telecoms companies be more financially sustainable because there are bigger margins in selling second hand. It's win-win-win.

The cultural myths we need to tackle

This is the size of the opportunity: There are 200 million unused devices sitting idle in UK homes, about three per household, according to <u>Vodafone</u>.

Much of this comes down to two outdated fears

Firstly, data security: Despite huge advances in certified data wiping, the public still isn't convinced. We in the industry know this isn't an issue anymore, but we need to say so, loudly and clearly.

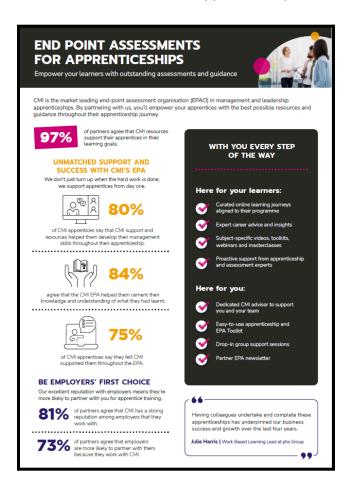
Secondly, the 'just in case' mindset: People hang on to old tech as a backup. But today's phones are far more robust than they used to be.

How many times have you reached for an old phone because your current one is broken? But that emergency device in a drawer could change someone's life.



Sales collateral - Chartered Management Institute:

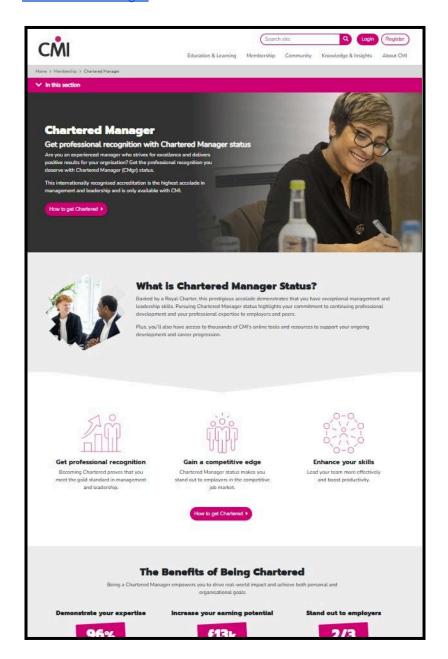
End Point Assessments for Apprenticeships





Website landing page - Chartered Management Institute:

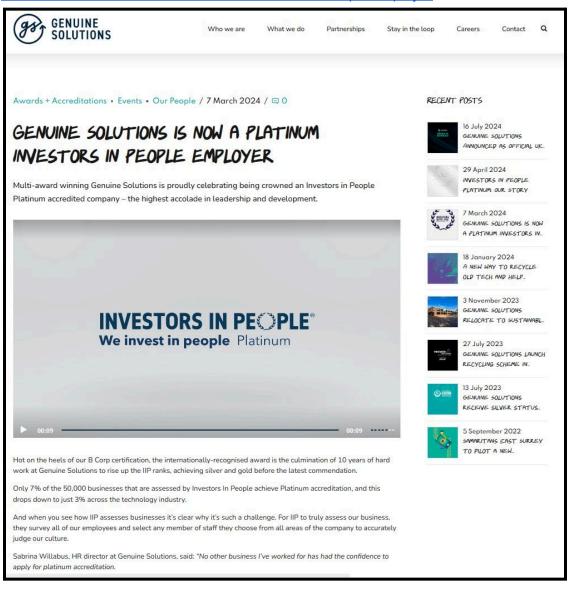
Chartered Manager





Press release - Tech B Corp - Genuine Solutions:

Genuine Solutions is now a Platinum Investors in People employer





Blog and LinkedIn writing for executive coach:

Gen Z, Millennials and Gen X have more in common than you think: How to motivate employees of any age

https://www.linkedin.com/posts/genpotential_dei-diversity-inclusion-activity-71108879515841290 24-K7vH/





Feature writing for wellness - Happiful magazine:

Grow your own sleep aids: The houseplants that can help you sleep better - https://happiful.com/grow-your-own-sleep-aids-the-houseplants-that-can-help-you-sleep-better

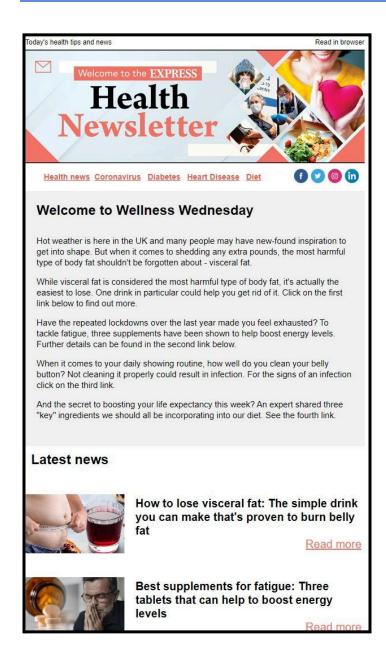
Print version: https://read.happiful.com/99e52a8d-b179-46ec-b8fb-065f01dad734/read





Newsletter editing - Daily Express:

https://e.express.co.uk/interface/external_view_email.php?RM6313855617351913zzzzz649d81b941f79ae1cc224f32af2762dd0f6dc9c8007315aeb5355de56bea3a2ab0&varId=





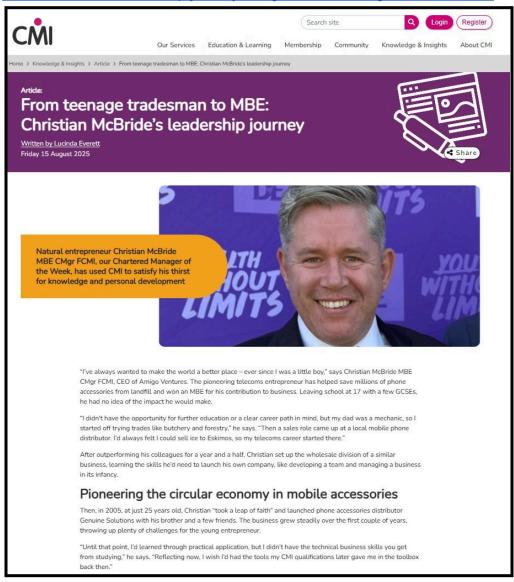
Blog editing - Bolt Burdon Kemp:

https://www.boltburdonkemp.co.uk/our-insights/posts/?post-type[]=post



PR - Christian McBride MBE:

https://www.managers.org.uk/knowledge-and-insights/article/from-teenage-tradesman-to-mbe-christian-mcbrides-leadership-journey/?lang=en#divCMIRegistrationMicrosite





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