



## **Helen Barnett's Portfolio**

**I am a former journalist who worked my way up to become associate editor of a national newspaper website, before launching my own copywriting and content strategy business.**

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

[Features/case studies/profiles - Deloitte](#)

[Blog writer - personal finance website](#)

[Thought leadership - sustainable beauty company](#)

[Blog and LinkedIn writing - executive coach](#)

[Feature writing for wellness - Happiful Magazine](#)

[Newsletter editing - Daily Express](#)

[Blog editing - Bolt Burdon Kemp law firm](#)

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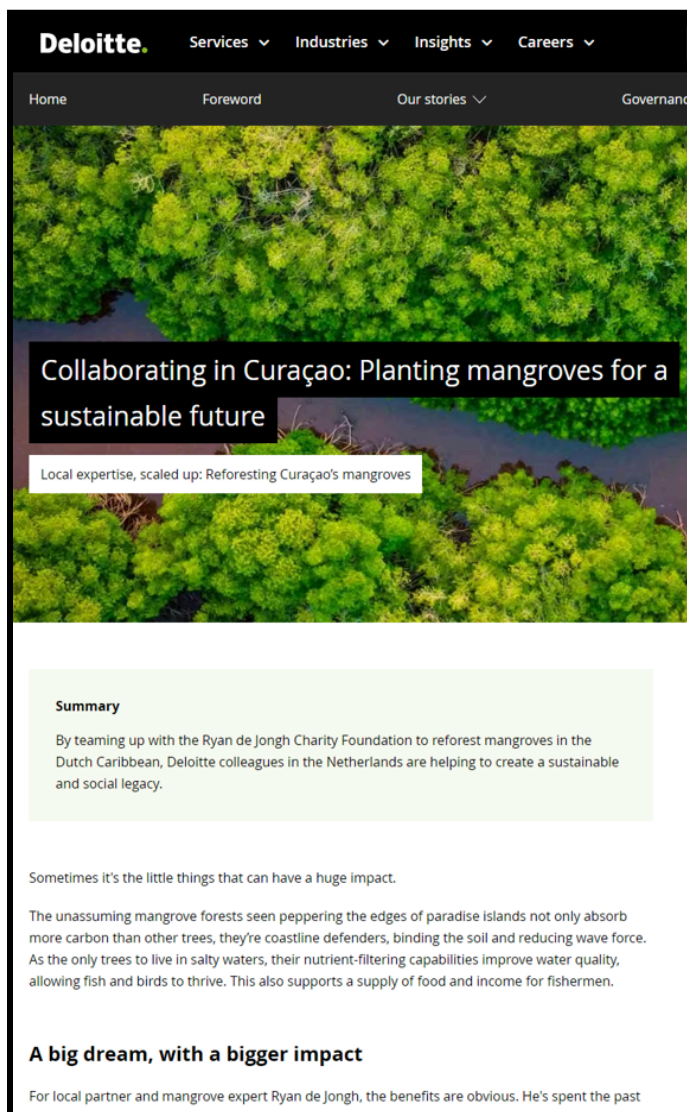
## Features/case studies/profiles for Deloitte:

[Collaborating in Curaçao: Planting mangroves for a sustainable future](#)

[Women in audit: A two-year secondment is still going strong 18 years later for Allee](#)

[Creating a simulated world to learn in: Reckitt is using AI to give its marketers experience they can use in real life](#)

[Kickstarting Careers: A bright start and a brighter future for Audit & Assurance talent](#)



The screenshot shows a Deloitte website article. The header includes the Deloitte logo and navigation menus for Services, Industries, Insights, and Careers. Below the header is a secondary navigation bar with Home, Foreword, Our stories, and Governance. The main content area features a large aerial photograph of a lush green mangrove forest. A dark overlay on the photo contains the article title: "Collaborating in Curaçao: Planting mangroves for a sustainable future". Below the title is a subtitle: "Local expertise, scaled up: Reforesting Curaçao's mangroves". The article text begins with a "Summary" section, followed by a paragraph: "Sometimes it's the little things that can have a huge impact." and another paragraph: "The unassuming mangrove forests seen peppering the edges of paradise islands not only absorb more carbon than other trees, they're coastline defenders, binding the soil and reducing wave force. As the only trees to live in salty waters, their nutrient-filtering capabilities improve water quality, allowing fish and birds to thrive. This also supports a supply of food and income for fishermen." The article concludes with a section titled "A big dream, with a bigger impact" and the start of a paragraph: "For local partner and mangrove expert Ryan de Jongh, the benefits are obvious. He's spent the past".


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HELEN BARNETT MEDIA

## Blog writer for personal finance website:


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

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### Helen Barnett

EXPERT CONTRIBUTOR

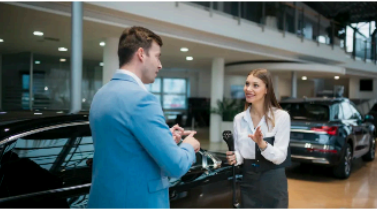
Helen is a journalist, editor and copywriter with 15 years' experience writing across print and digital publications. She previously edited the Daily Express website and has won awards as a reporter. Read [more here](#).



#### 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 second-hand 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.


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#### 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

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# 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 enough to promise powerhouse products and slew of vague claims around naturalty. A new generation of wary, passionate and careful consumers are here and personal care brands must prioritise authentic and effective 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 ten shoppers, according to a report by sustainability marketing organisation Provenance.<sup>1</sup>

As climate issues are engrained in the consumer conscience and felt in real-time, personal care credentials 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 packaging. This is not a new concept or process and it is not a giant leap for our industry.

Many ingredients we already use are by-products – nobody is drilling for crude oil to make Vaseline. Excitingly, 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 LignoBase, 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.<sup>2</sup>

Our own Blueberry NECTA®, an active oil that packs a punch against blue light, made from cold-pressing blueberry seeds saved after the flesh has been juiced. Just one kilogramme of oil diverts waste from 800,000 blueberries.<sup>3</sup> Leftover waste seedcake is then repurposed again to make 14 kilogrammes of active powders for cleansers and exfoliants.

Active Concepts has developed a protein-mimicking material for hair care, made from upcycled orange pulp 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.<sup>4</sup> It is great to see the industry is 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,<sup>5</sup> with uneaten food accounting for at least 8% of global greenhouse emissions.<sup>6</sup>

Shockingly, a third of food is lost during production.<sup>7</sup> When something goes uneaten, it is not just a head of broccoli going 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 deem as rubbish often pops up somewhere else – usually a developing country.<sup>8</sup> In fact, 192 million tonnes of waste were traded around the world in 2018 according to OECD figures.<sup>9</sup>

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.<sup>10</sup>

November 2022 saw the global population surpass 8 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 planet.

### 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-make-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 scraps, it becomes a profitable commodity. This leads to fascinating innovation without utilising virgin resources.

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 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 moisture 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, four litres 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 green and upcycled chemistry. These products provide body and formulation stability to emulsion systems.

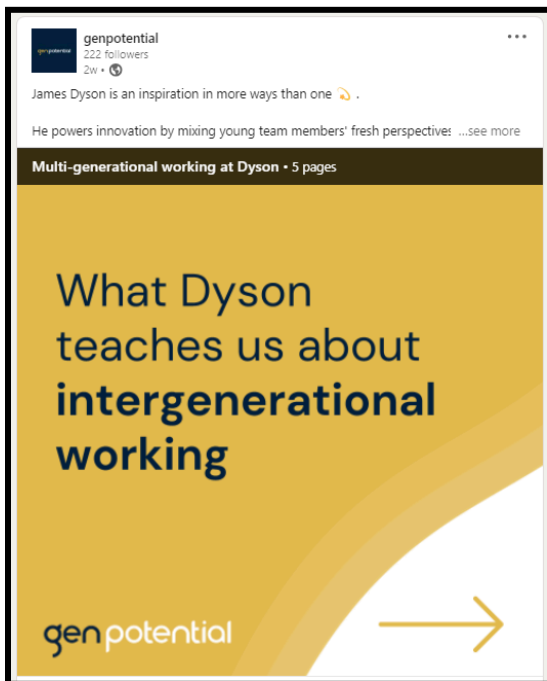
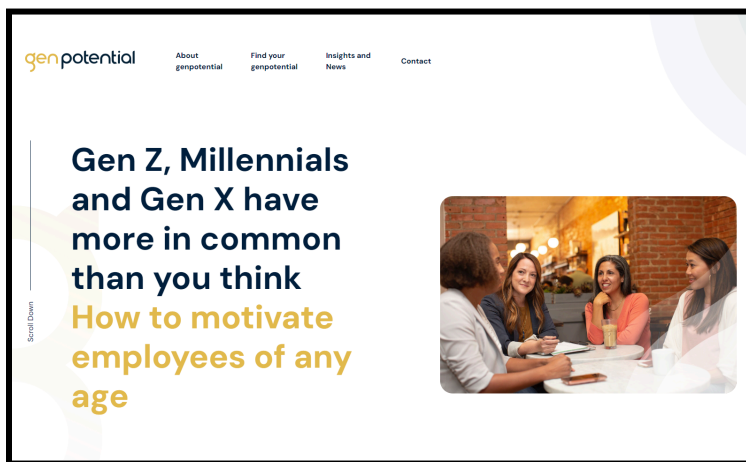
Meanwhile, waste from sugarcane has been captured to create an emulsifier. Sensient's Natpure SOL is a mixture of sugar and lauric acid with a high solubilizing efficacy, mixing well with both aqueous and hydroalcoholic products.

Furthermore, upcycled ingredients are

## 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](#)

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HELEN BARNETT MEDIA

## 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>

food & health

# Grow your own sleep aids

Discover the houseplants that can have a powerful effect on your home environment, and create the perfect atmosphere for sleep

Writing | Helen Barnett    Artwork | Charlotte Noel

**P**lants: we eat them, we drink them, but do you ever think about how we breathe them, too?

It seems obvious that beautiful plants create a tranquil atmosphere, perfect for winding down before bed. But now there's increasing discussion around how greenery can detox our air, as well as our minds, when kept in the confines of our homes, making it easier to sleep.

Most plants only release oxygen during the day, but some pump it out at night too, meaning cleaner air and easier breathing. This promotes a deeper sleep, and helps you drift off faster, too. Just what you need after a hard day. In fact, a 2015 study of university students found fresher bedroom air, with lower CO2 levels, lowered sleepiness the next day and improved their concentration levels.

So, what should you look out for when creating your blooming boudoir?

"Look for plants with air purifying qualities," Thomas Hoegh Reisenhus, a sleep specialist at mattress company Tempur, says. "These include the visually striking snake plant, perfect for larger bedrooms, the easy-to-care-for spider plant or, if you're tight on space, opt for a pint-sized money plant."

No matter what kind of gardener you are, there is a soothing shrub for everyone – whether you could give Monty Don a run for his money or have a tendency to, shall we say, have a *fleeting* relationship with new vegetation. Here are a few to get you started:

### Lavender

This purple perennial has a gorgeous soothing scent, so it's no wonder lavender is used for essential oils and relaxing spa treatments. Normally seen outdoors, lavender can also be brought inside, has

air-purifying qualities, and has been shown to reduce anxiety, lower heart rate, and promote relaxation.

In a study published in the *Journal of Alternative and Complementary Medicine*, participants who inhaled lavender essential oil before bedtime reported improved sleep quality, and felt more refreshed in the morning.

Lavender needs at least three hours of direct sunlight a day and dousing in water, but only when the soil has become slightly dry.

### Jasmine

The scent of jasmine was found to improve sleep efficiency and reduced sleep movement in a study by Wheeling University, in West Virginia. And it was shown to have sedative effects on the central nervous system in a study published in the *Journal of Biological Chemistry*.

German researchers found the scent 'vertacetal-coeur' – which >>>

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## Newsletter editing - Daily Express:

[https://e.express.co.uk/interface/external\\_view\\_email.php?RM6313855617351913zzzzz649d81b941f79ae1cc224f32af2762dd0f6dc9c8007315aeb5355de56bea3a2ab0&varId=](https://e.express.co.uk/interface/external_view_email.php?RM6313855617351913zzzzz649d81b941f79ae1cc224f32af2762dd0f6dc9c8007315aeb5355de56bea3a2ab0&varId=)

Today's health tips and news Read in browser

Welcome to the EXPRESS

# Health Newsletter

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[f](#) [t](#) [i](#) [in](#)

## Welcome to Wellness Wednesday

Hot weather is here in the UK and many people may have new-found inspiration to get into shape. But when it comes to shedding any extra pounds, the most harmful type of body fat shouldn't be forgotten about - visceral fat.


While visceral fat is considered the most harmful type of body fat, it's actually the easiest to lose. One drink in particular could help you get rid of it. Click on the first link below to find out more.

Have the repeated lockdowns over the last year made you feel exhausted? To tackle fatigue, three supplements have been shown to help boost energy levels. Further details can be found in the second link below.

When it comes to your daily showing routine, how well do you clean your belly button? Not cleaning it properly could result in infection. For the signs of an infection click on the third link.


And the secret to boosting your life expectancy this week? An expert shared three "key" ingredients we should all be incorporating into our diet. See the fourth link.

### Latest news



**How to lose visceral fat: The simple drink you can make that's proven to burn belly fat**

[Read more](#)



**Best supplements for fatigue: Three tablets that can help to boost energy levels**

[Read more](#)

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HELEN BARNETT MEDIA

## Blog editing - Bolt Burdon Kemp:

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

A screenshot of the Bolt Burdon Kemp website's blog page. The page has a dark blue header with three service promises: 'Round the clock support', 'Won't shy away from difficult cases', and 'Committed to swiftly progressing claims'. Below the header is a navigation bar with the company name 'BoltBurdonKemp', a search bar, and links for 'Why Bolt Burdon Kemp', 'Our Insights', 'Careers', and 'Contact Us'. A secondary navigation bar lists legal categories: 'Spinal Injury', 'Brain Injury', 'Medical Negligence', 'Military Claims', 'Abuse Claims', and 'Personal Injury Claims'. A yellow 'Find your lawyer' button is next to the phone number '020 3925 6961'. Below this is a filter bar with 'View All' and buttons for each category. The main content area features three blog post cards. The first card is titled 'BBK secures six-figure award for sexual abuse survivor at High Court' by David McClenaghan, with an image of the Royal Court of Justice. The second card is 'Former Eastbourne teacher and football referee jailed for indecently assaulting young boy' by Olivia Ward, with an image of a classroom. The third card is 'How Non-Freezing Cold Injuries (NFCI) can impact military personnel far beyond a cold snap' by Cameron Upton, with an image of a snowy road and a warning sign. A yellow 'FREE CALL BACK' button is in the bottom right corner.

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