

Puro Sebo GT · Clean Industry

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Country: Guatemala · Guatemala **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Prototype
Team Size: 0 **Website:** —

Elevator Pitch

A sustainable, artisanal luxury project that transforms tallow from grass-fed cattle into a comprehensive line of skincare and wellness products. We craft soaps, creams, balms, deodorants, candles, and biodegradable bath salts using artisanal, botanical, and ma

Climate Problem

Reduce the use of synthetic cosmetic products and polluting waste by using biodegradable alternatives made from natural ingredients and responsibly utilizing sebum, thereby promoting mindful consumption and a lower environmental impact.

Solution

Developing biodegradable skincare and wellness products that are handcrafted using recycled tallow, botanicals, and reusable packaging, replacing conventional products with high chemical content and single-use plastics

Revenue Model

Through direct sales, online (including a website and catalog), social media, craft markets and fairs, sales of individual products and sensory kits, special editions, and promotions

Target Market

People of all ages, both men and women, who are looking for natural, biodegradable products, self-care rituals, and conscious luxury—as well as premium, sustainable, and functional alternatives for personal care and well-being

Social Impact

Women

Demand Evidence

The global growth of natural and sustainable skincare reflects a rising demand for clean, effective alternatives. In Guatemala, there is still a limited selection of premium, biodegradable products made from grass-fed tallow and sensory rituals.

Competitors

In Guatemala, there are few businesses that use tallow in creams or basic handmade soaps. At present, we are not aware of any local brand that offers a comprehensive line of skincare and wellness products featuring a variety of scents and a focus on pr

Founder Expertise

I bring self-taught expertise in artisanal formulation, natural skincare, branding, and sustainable product development. I have developed concepts, prototypes, and comprehensive product lines focused on functionality, artisanal luxury, and minimal environmental impact.

External Support

The project is currently in the development and validation phase, involving independent research and AI-driven analysis, small-scale testing, and self-directed training in formulation, sustainability, branding, and product and packaging development.

Source: ClimateLaunchpad 2026 Application · App ID: 9306 Ingested: 2026-05-25
