



Social Innovation Spotlight

Episode 03

Inner beauty creates outer beauty: Cosmetics made by people with disabilities

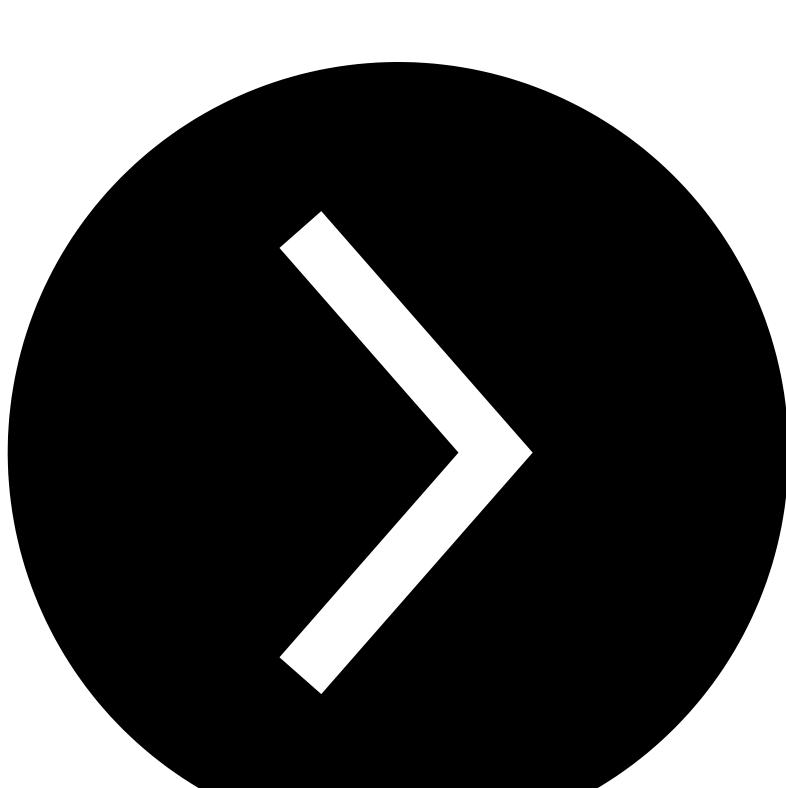
A Romanian social enterprise that combines responsible cosmetic production with social inclusion and care for the environment.



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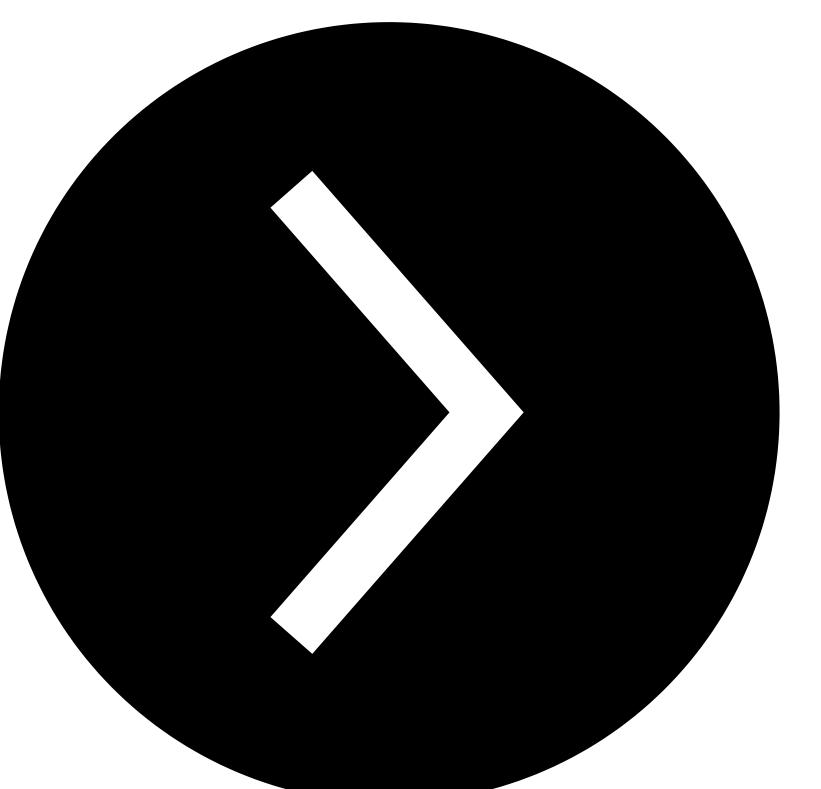
Social Innovation +
Initiative

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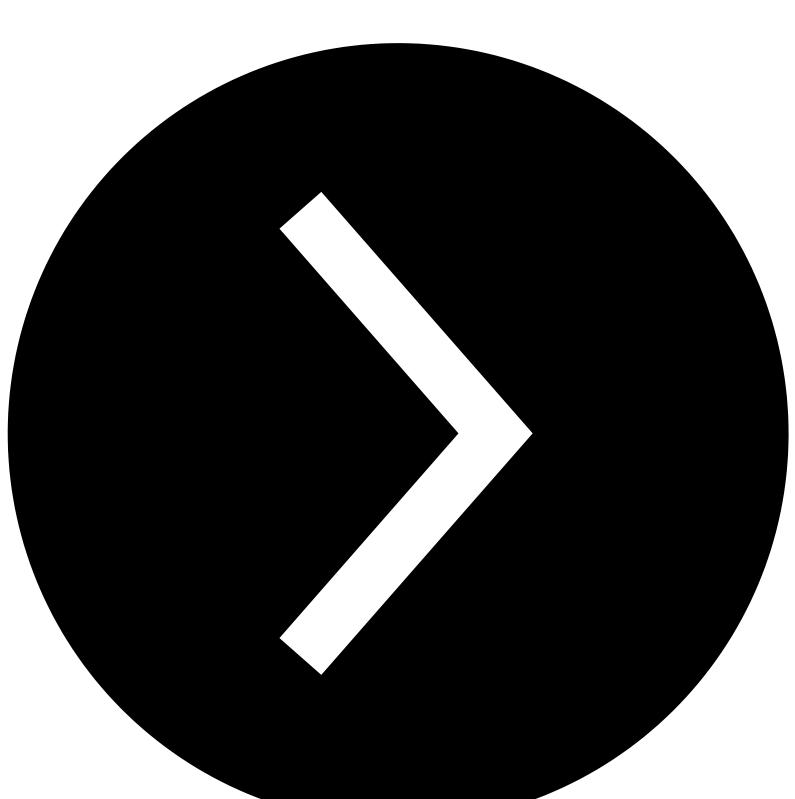
The challenge

- Overpackaged cosmetics and synthetic ingredients create unnecessary waste and environmental harm.
- Cosmetic products often lack transparency, leaving consumers unsure about ingredients and impact.
- People with disabilities face significant barriers to entering the labour market, but also to remaining in it, as employers do not accommodate their needs. This makes it very difficult for people with disabilities to live a dignified life and be independent.



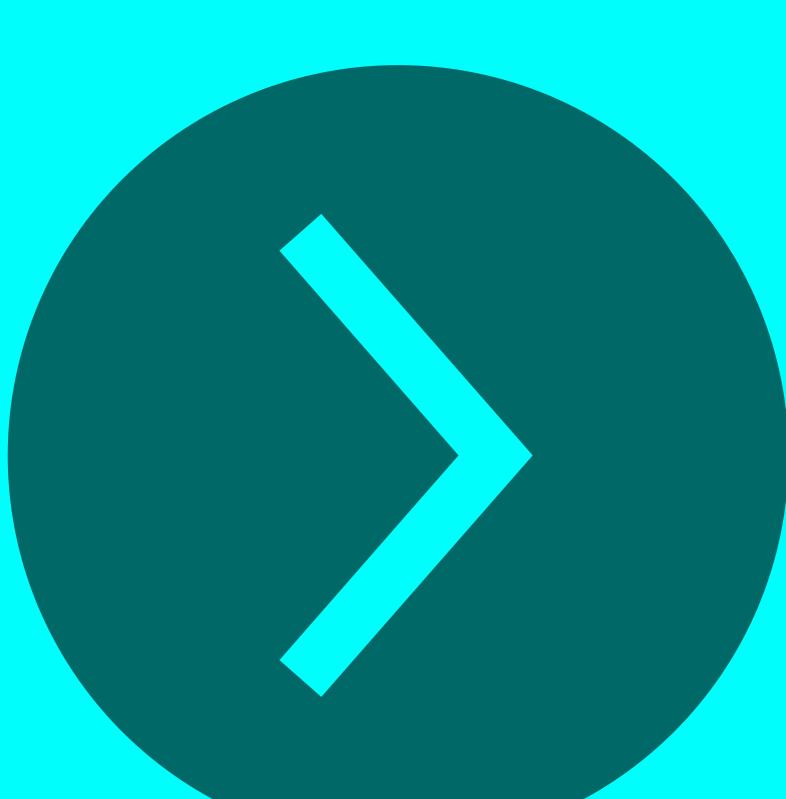
The idea

Ophori is a Romanian social enterprise that combines responsible skincare and natural cosmetic production with a strong mission of inclusion, creating adapted jobs for people with disabilities.



What's innovative here?

- **Integrated model:** brings together high-quality skincare production, accessible jobs and environmental responsibility.
- **Full transparency:** product compositions and ingredients are openly available to consumers.
- **Sustainable packaging:** all materials are recyclable and chosen to minimise environmental impact.
- **Inclusive work:** people with disabilities are involved in every stage of production within a legally recognised protected unit.



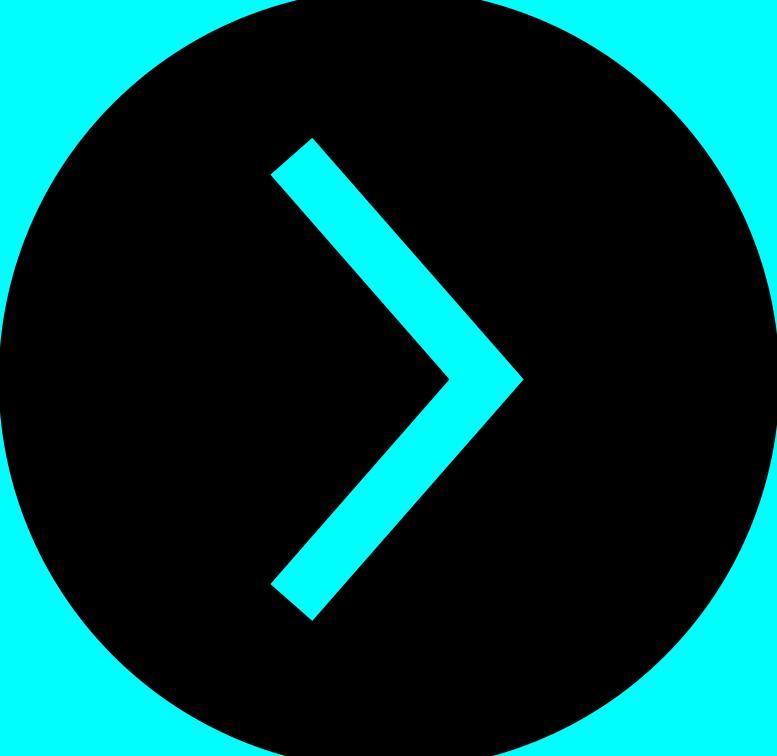
Impact so far

Cleaner production thanks to fresh  natural ingredients.

Recyclable, sustainable packaging  that minimises waste.

Responsible production that lowers the  ecological footprint and supports transparent consumer choices.

Environmental



Impact so far

Inclusive employment for people with disabilities 

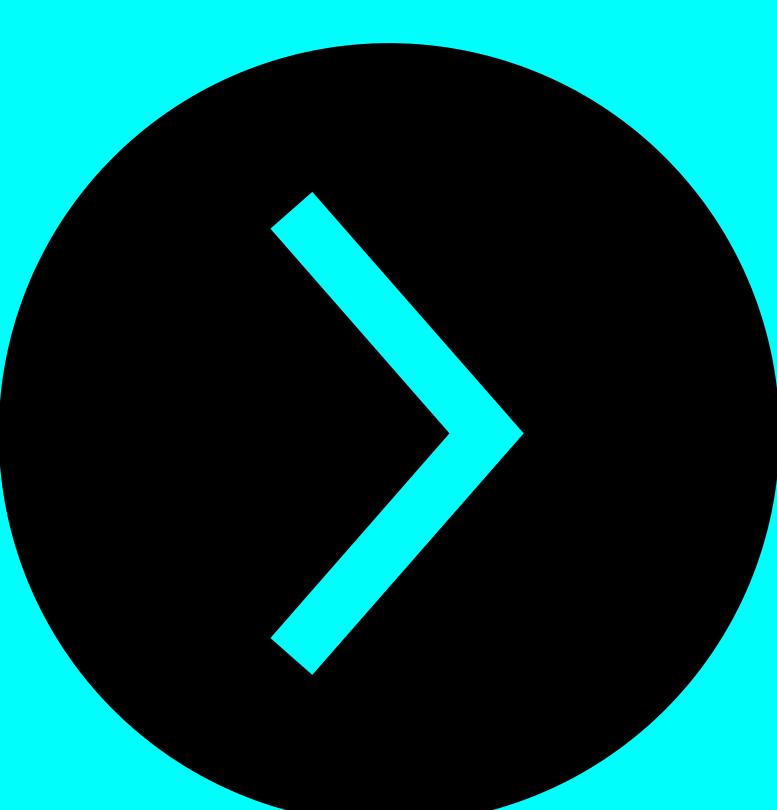
in adapted, supportive conditions.

Stable jobs that enable financial independence and 

social participation.

All profits are reinvested in the social 

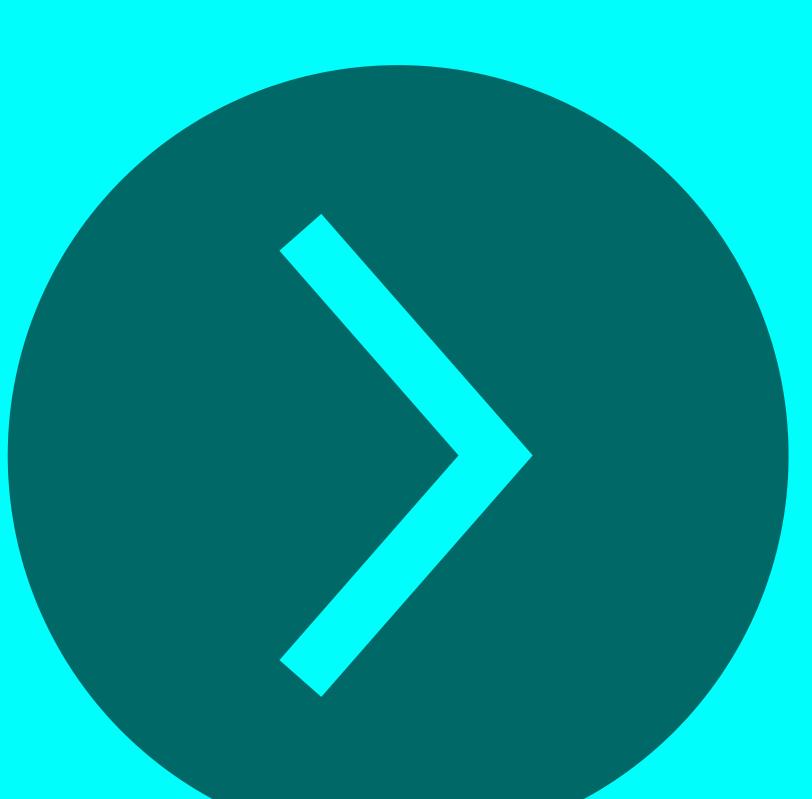
mission and community support.



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What you can replicate

- Create inclusive employment opportunities by making jobs more accessible to people with disabilities.
- Increase transparency on product ingredients to build trust and responsible consumption.
- Adopt recyclable packaging and environmentally conscious materials.
- Support protected units and social insertion enterprises to facilitate labour-market access for people with disabilities.



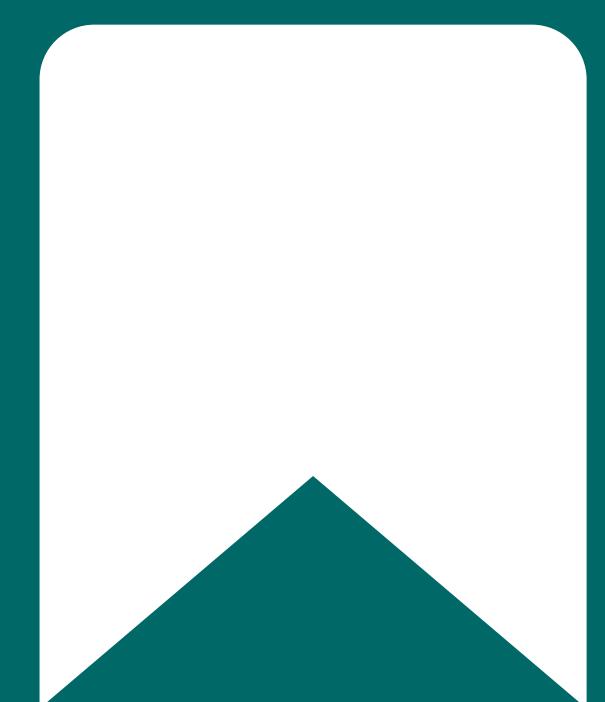
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**If this case sparked an idea,
don't let it stay on this slide.**

**Adapt it, remix it, and bring social
innovation to life where you are.**

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