



Episode 03

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

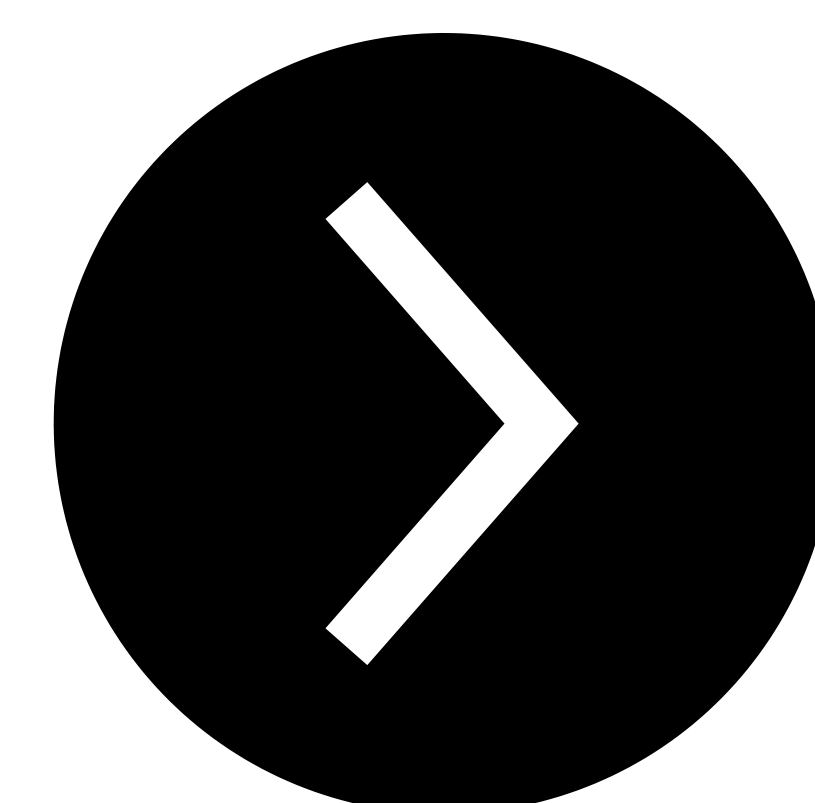
A Romanian social enterprise that combines responsible cosmetic production with social inclusion and care for the environment.



Co-funded by
the European Union

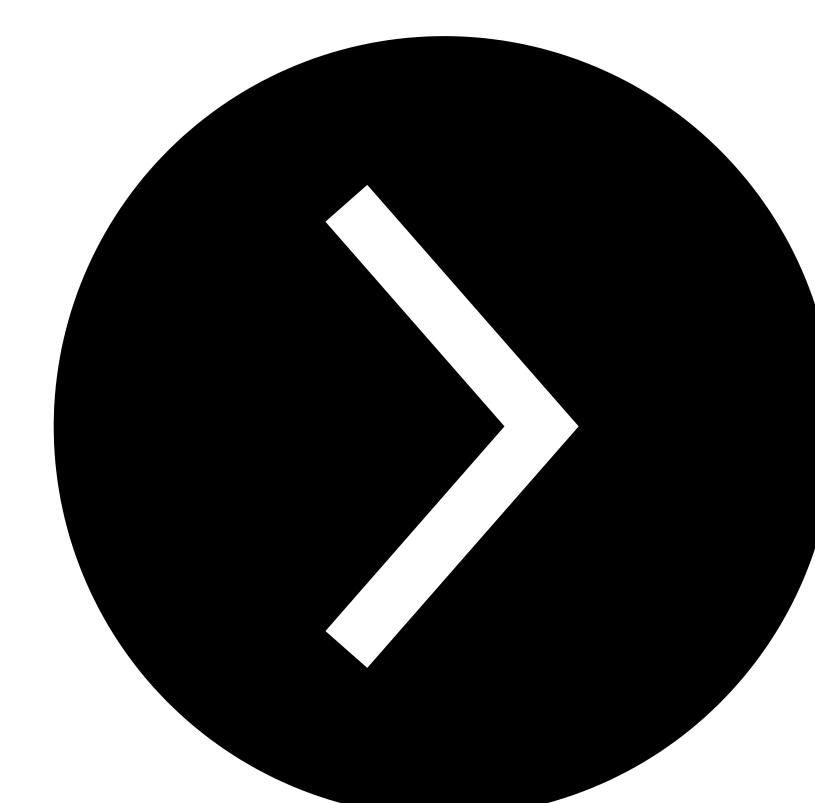
Social Innovation 
Initiative

seed2scale



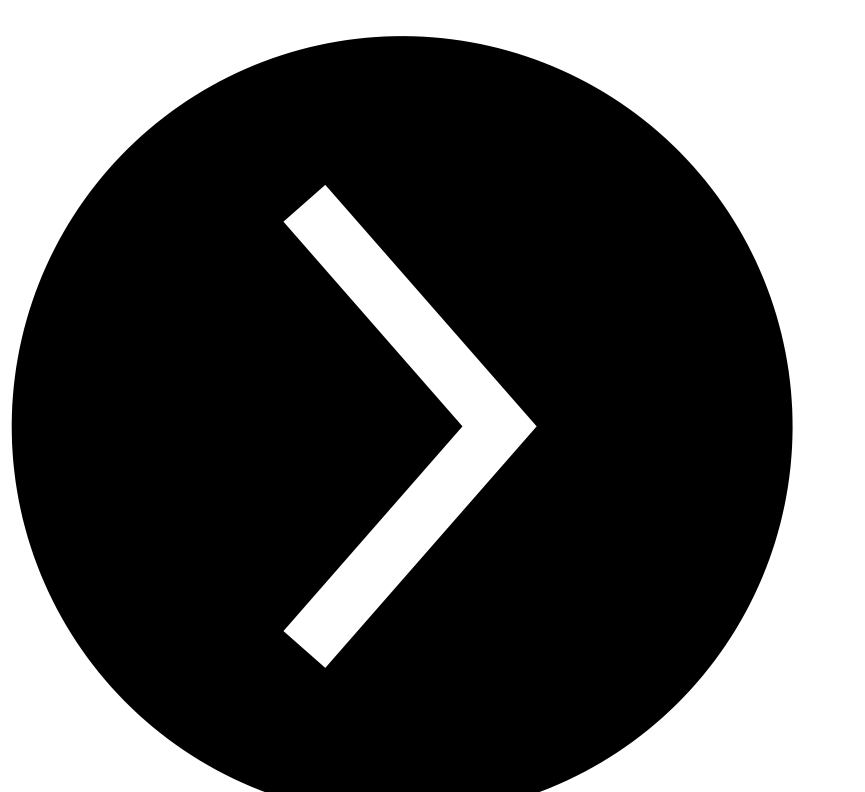
The challenge

- 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

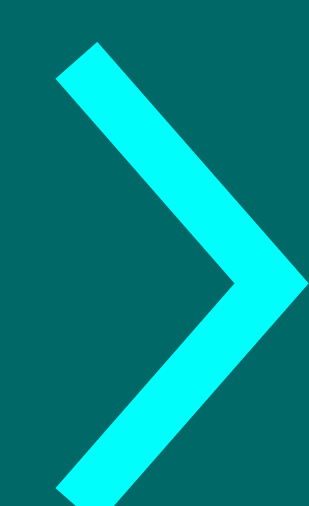
Ophori is a Romanian social enterprise that combines responsible skincare and natural cosmetic production with a strong mission of inclusion, creating adapted jobs for people with disabilities.






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.



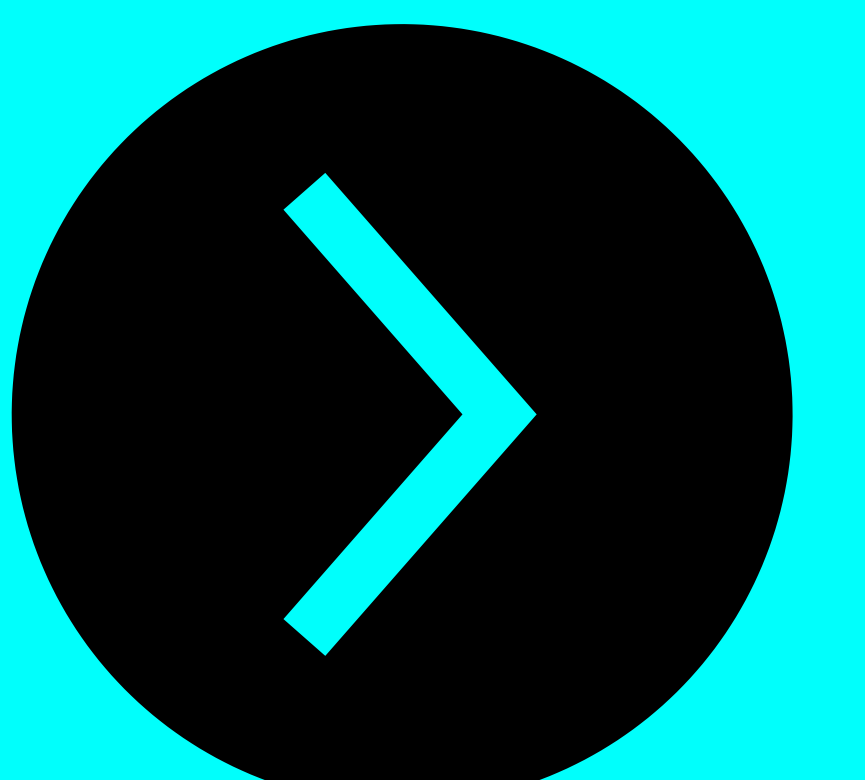
Impact so far

Cleaner production thanks to fresh 
natural ingredients.

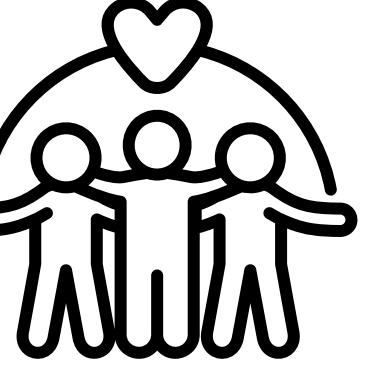
Recyclable, sustainable packaging 
that minimises waste.

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

Environmental

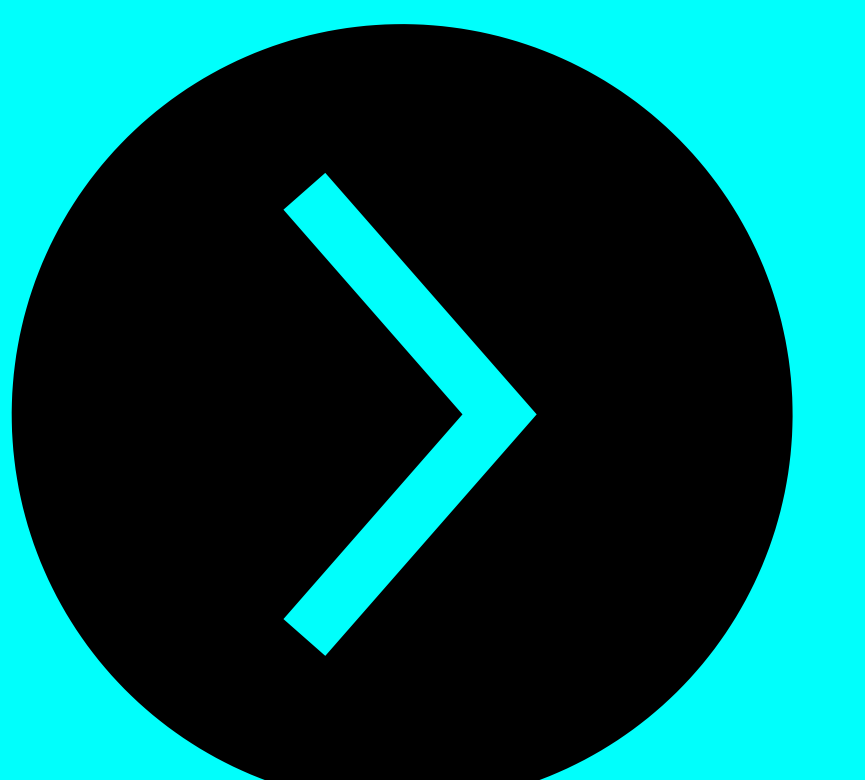


Impact so far

Inclusive employment for people with disabilities 
in adapted, supportive conditions.

Stable jobs that enable financial independence and 
social participation.

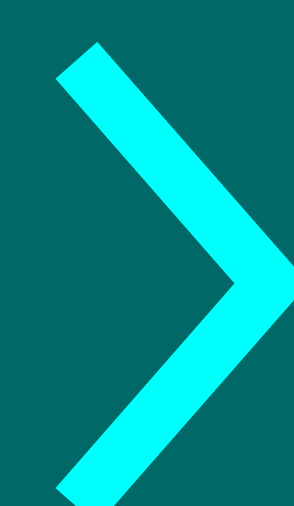
All profits are reinvested in the social 
mission and community support.





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.



Social Innovation Spotlight

Episode 03

**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.**

Follow Seed2Scale for more
Social Innovation Spotlight episodes



Co-funded by
the European Union

Social Innovation 
Initiative

seed2scale