

Wideopen

#06 - February 2023

“One’s destination
is never a place,
but rather a new
way of looking
at things.”

Henry Miller



| *A word from Sonia,*

When, in the age of globalisation, the lockdowns imposed by a pandemic confined our gaze to screens and forced us to withdraw into ourselves, the human spirit, always the explorer, eager for discovery and distant horizons, developed a thousand and one subterfuges to escape.

Inside or outside, looking back into the past or forwards into the future, in augmented reality or with our feet on the ground, through the immateriality of a smell or the sensuality of a touch, let us rediscover the freedom to roam! A spiritual journey, a journey for business or pleasure, on foot, on horseback by private jet, to the end of the garden or to Mars?

This issue of WIDE OPEN is an invitation to travel through space and time, to seek the inspiration found in a change of air, in new surroundings, an encouragement to embrace exoticism, and to enjoy a greener new year, with alternative approaches to travel and tourism!

This sixth issue of WIDE OPEN is structured around three sections:

#Look: *The beauty of travel*

#Explain: *The eternal blossom that never fades*

#Respect: *Corporate compromise*

Happy reading, keep your eyes wide open!

Sonia GUILLAUME, MARKETING & SALES



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The beauty of travel

Some beauty products make explicit references to travel, while others evoke a journey through time, space, the imagination, the spiritual and even the intangible.

Anhydrous cosmetics: they're solid!

Far from being saturated, the solid beauty products market continues to attract new entrants, both large and small. Probably more represented in the hygiene sector with soaps, shampoos and conditioners, often with organic ingredients, of French origin, accompanied by soap holders or travel boxes.

Easily transportable, they are smaller and lighter than their conventional cousins. Multifunctional, they offer environmental benefits, with a size adapted to the duration of the trip and no waste. For example, a Korean brand, known for its single-dose cleanser sheets, which turn into a light foam on contact with water, now offers solid products in a practical travel format, that are eco-friendly, minimalist, vegan, and packaged in 100% water-soluble plastic-free sachets, "**with no polluting residues**".

Visiting exotic destinations through cosmetics

Sometimes it is the name or the cosmetic ingredients rather than their application that transports you.

Some brands are inspired by South America, for example, there is one that has a range of anti-ageing skin care products based on a central active ingredient, *Sangre del Drago* sap (Dragon's Blood), named for its intense red colour, which comes from the *Croton lechleri* tree, deep in the Amazonian forest in Peru.



In addition to its healing and regenerating powers, its remote, non-destructive sourcing (incisions made in the trunk allow the sap to be collected without cutting down the tree) gives this active an exotic character. Others include the Chinese orchid, Californian redwood or African oils such as Mongongo for skin and hair. Some fragrances clearly evoke landscapes, holiday or urban destinations, such as those named after districts in Paris (*Marie in Le Marais*, *João in Jaurès* or *Simone in Saint-Germain*) or Venice with the *Storie Veneziane* Collection.

The *Paris-Venice* eau de toilette **“is inspired just as much by the journey on the Orient-Express as by the destination itself,”** explains its creator. Or packaging that conveys the essence of Miami, a wild mix of contemporary art, urban culture with an Art Deco vibe. Or *Paris-Deauville*, *Paris-Biarritz*. Scented candles are also dedicated to London, Berlin, Beverly Hills, Tokyo or Old Lille.



Time travel

There is a trend of recreating perfumes that evoke past times. For example, several French brands are launching **“historic”** perfumes stamped with a date, such as 1889, or inspired by kyphi, one of the oldest perfumes in the world.

This mysterious scent from the world of the pharaohs was a sacred incense, burned in ancient times by the Egyptians to honour the gods. The oldest known recipe was found on a 3,500 year-old medical papyrus.

Another example is a beauty brand founded in 1935 by perfumer Robert Bienaimé, which has been relaunched with perfumes and liquid soaps in Art Deco style bottles, echoing the period and evoking a comforting nostalgia.

We like to reconnect with the vision of the pioneers who built the foundations of the modern world of cosmetics. With the help of experts and genealogists, a cosmetic company

dating from 1840 was able to rise from the ashes. Avant-garde at the time, we uphold its values of modernity and its expertise while at the same time offering old-world charm in a coherent continuum. Another brand uses old plant varieties from the King’s kitchen garden, the historic site of the *Ecole Nationale Supérieure de Paysage* (National Landscape College) in Versailles. A wide variety of fruit and vegetables from this French-style garden used to supply Louis XIV’s kitchen.

Similarly, brands have been inspired by the old dispensaries. In addition to products that have been reissued in line with modern tastes (or regulations), an entire dispensary-style retail presentation has been created for *Officine Universelle Buly*, *Santa Maria Novella* or *Officine Immortelle*, with apothecary jars, marble, gold lettering, velvet, carved wood and coats of arms.

Spiritual and virtual (re)discovery

From the past to the present, this desire to preserve expertise, ancient traditions, a glorious heritage or, in other words, life itself, can be found in a number of techniques and products that have been updated and projected into the future.

Several methods have been applied in this way to contemporary beauty with floatation tanks, sophrology, meditation, etc. Some brands have chosen ASMR (*Autonomous Sensory Meridian Response*) videos to present their products or their image through this very relaxing sensory stimulation technique that uses sounds

such as whispered words, hair brushing, crinkling paper, breathing, or the rustling of leaves. Others have gone as far as representing a cosmetic brand or a group through a stroll in the metaverse, the Eldorado of Web3, that will supposedly bring new magic to real life.

Because self-care and our relationship with our bodies can be compared to a journey, to the sense of self that one experiences in a foreign land: the feeling of escape experienced in the discovery of new surroundings that is ultimately always a return to oneself.



The eternal blossom that never fades



Among 200 species and 30,000 varieties, *Hibiscus syriacus* or «bluebird» is the star of the Hibiscus family. More precisely, from the Malvaceae family, “hibiscus” means “marsh mallow” in ancient Greek.

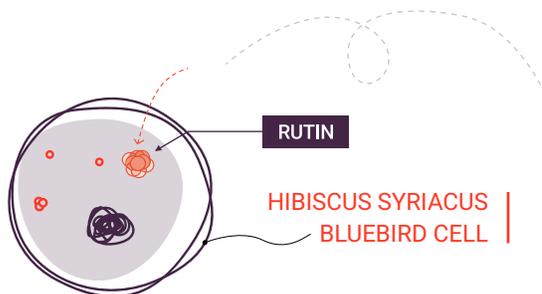
Well known since ancient times, women in Egypt were not allowed to eat this tangy plant, as it was thought to increase sexual desire. Preferring warm climates, this *fille des îles* (“island girl”) as it is known in French Polynesia, can be found in Hawaii (where it is the state flower), in all tropical and subtropical parts of the world, and in the Mediterranean areas of Europe where there is no frost.

An ornamental plant also known as the Rose of Sharon, it is South Korea’s national flower. The *mugunghwa* in Korean, or “**eternal blossom that never fades**”, represents resistance (and by extension, the perseverance of the Korean people throughout their history), and even immortality (*mugung*).

Feminine, delicate and ephemeral, this plant with its mauve-blue corollas, a symbol of the island’s gentle way of life, defies time by slowing down the ageing process.

The Hibiscus plant cell becomes a natural vector, like a bluebird flying through the air...

Combined with the rutin molecule (extracted from Japanese knotweed) in a novel biotechnological pairing, *Hibiscus syriacus* offers an enhanced cosmetic effect in **PowerExtension [HSB+R]**.



Benefits of **Power**Extension [HSB+R]



ENERGIZING

restimulates internal metabolic mechanisms, boosts the overall activity of skin cells, reinforces energy production



ANTI-OXIDANT

slows down general cell oxidation, reduces excessive production of free radicals



ANTI-WRINKLE

decreases deep and superficial wrinkles on the face, including mature skins, especially crow's feet

PowerExtension [HSB+R], when travel pairs with youth

As a powder or in a sunflower oil base, this active ingredient is an excellent travel companion, providing a boost to solid or anhydrous galenic forms, in travel formats.

Products such as exfoliating, cleansing sticks, solid make-up removers or concentrated creams to be used on wet hands, can be added to a carry-on bag in «aeroplane mode». While an anti-ageing, moisturizing, repairing balm for the lips, face or body, possibly enhanced with sun protection, can provide much-needed comfort when you are far from home...

PowerExtension[HSB+R] is the essential travel companion for skin care and make-up products designed to boost cellular activity and slow skin ageing, so you are ready to set off on an adventure and explore the world!

Travel and commuting: the new corporate compromise



Whether it is to visit a client abroad or to attend a routine meeting, the need to travel (or not) is increasingly being reconsidered by companies and employees.

A pandemic, energy shortages or simply people reviewing their work-life balance are driving change and obliging companies to adapt. The entire transport system is in the process of being turned upside down.

Out of sight, yet close to work

Since the health crisis, even the most recalcitrant companies have found themselves obliged to soften their stance towards remote working, which has been made possible by a variety of tools (subject, naturally, to the nature of the task). Lockdowns have paved the way for more home and less office. We even have the “**workation**” and the “**flexcation**” which involves more or longer holidays with a mixture of work and play enabled by remote working.

And during employees’ time off, companies can also fund corporate volunteer activities, which often involve helping the local community. For companies, this social and environmental aid scheme is an opportunity to bring their CSR (Corporate Social Responsibility) policy to life, and to strengthen their employees’ commitment. Many surveys have found a direct relationship between employees’ pride in their company and its CSR initiatives.

Stop solo driving!

An increasing number of companies offer their employees incentives for sustainable transport initiatives. This can take the form of an annual bonus for employees who come to work by bike or who carpool.

In France, this has been facilitated by a carpooling app which helps companies and local authorities on a daily basis to improve home-work mobility in peri-urban or rural areas. The Karos app was based on the observation that

carpooling is the most developed in cities and suburbs, where incomes are generally lower, and that, paradoxically, it is in these areas that public transport is the least concentrated. As soon as there are two of you in a car, you cut your carbon footprint in half: a simple environmentally-friendly action that raises awareness of the collaborative economy, not forgetting that regular users save an average of **100 €/month**, with the added bonus of making friends!

*A substantial proportion of people drive to work in Europe, and the annual budget for maintaining a car is around **6,000 euros**. Carpooling can thus not only reduce congestion and pollution but also help households meet the rising cost of living.*

Flight shaming

The participatory vision of carpooling is, unfortunately, not yet shared by all. One example is the scandal of the private jets used by increasing numbers of the super-rich, ranging from football players to movie stars and hedge fund managers. It appears that the lack of strong regulation of private aviation undermines the public discourse aimed at promoting energy sobriety, although in France a ban on such travel would only lead to a **0.2% reduction in CO₂ emissions** (not to mention noise pollution), if one considers the direct cost. The indirect costs are quite different. These are linked to the feeling of trust between all of the country's other citizens. Numerous studies in economics and experimental psychology show that altruistic behaviour is usually dependent on the environment in which it takes place: humans are more likely to be altruistic if they feel that they are not the only ones contributing.

According to the European Federation for Transport and Environment,

a 500 km flight in a private jet emits 5 to 14 times more CO₂ than a flight in a commercial aircraft and 50 times more than the same journey on a European train line.

*A trip from Paris to Nice by private jet (**1.9 tons of CO₂**) is equivalent to 11 months of heating a house using electric energy and not much less than the emissions of a car for a year.*

Smile, you're compensating!

Unless you think we would be better off without aeroplanes (**as did 80% of young people aged between 16 and 34** in Arte TV's international survey, *Il est temps* ("It's Time"), at the end of 2020), continuing to fly without being shamed and without neglecting the climate emergency is a major challenge. With the implementation of new, alternative technologies likely to take at least 25 years, and the greenwashing adopted by many major companies, it is not always easy to keep a clear conscience. With this in mind, a travel agency that has been committed to the fight against global warming for more than ten years has been absorbing all of its customers' CO₂ emissions (in the air and on the ground) by planting "**certified additional trees**". The company also absorbs all of the GHG emissions from its employees' travel.

Similarly, many airlines are participating in climate protection by decarbonizing their flights through reforestation. One such company gives eco-travellers' donations to a non-profit association that promotes tree planting projects, with the aim of preserving and improving the environment, creating jobs and providing a better quality of life, and also encouraging social links, at a global and intergenerational level, through the transmission of a living, lasting symbolic heritage. Another promotes innovative fuel technology and contributes to increasing biodiversity and improving living conditions in local communities. Note that sustainable aviation fuel is

*At a time when households are being asked to make efforts to reduce energy consumption, the biggest emitters of CO₂ are the "Super Yachts" owned by the mega-rich, with permanent staff, often equipped with a submarine, helicopter, swimming pool and even a golf course, representing a colossal weight to be moved, and consuming around **500 litres of diesel per hour** (for a 70-metre boat)!*

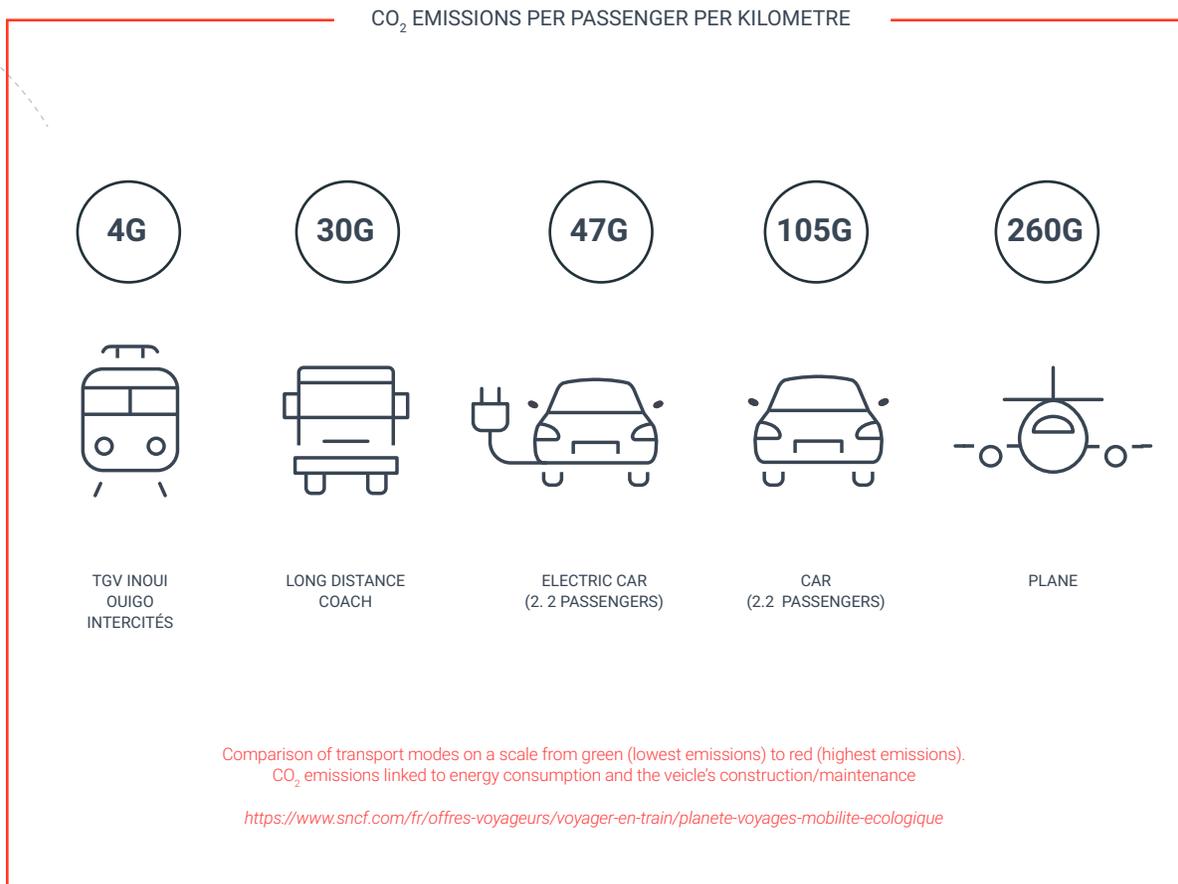
not produced from fossil sources or "**feedstock**", but rather from used cooking oils and fats, or waste from the wood industry and the agricultural sector, and generates about **80% of the CO₂ emissions** produced by conventional aviation fuel... this company also promotes the restoration of wetlands in Germany, the construction of biogas plants in Brazil, the use of more environmentally-friendly stoves in Rwanda and Kenya, and the protection of threatened forests in Tanzania. All these projects ensure that in the long term, CO₂ emissions are significantly reduced or removed from the atmosphere.

Since electricity, bio-fuels and hydrogen (because of the climate-technological-industrial challenges it represents) are still far from offering a solution to responsible travel, a French company is planning to reintroduce the airship in 2024, for low-carbon transport of timber for the French National Forestry Office: a slowed-down approach to flying!

If you love me, take the train

Over the past 70 years, France's national railway company, the SNCF, has been obliged to close numerous branch lines and small stations. This reduction in the railway fleet reflects the profitability objectives and mode of governance of the public company. When the SNCF lost its monopoly in December 2020, the Railcoop cooperative was launched which plans to offer greener

services, reintroduce rural lines and develop night trains. The SNCF is also trying to make business trips and holidays more environmentally friendly, with initiatives such as **100% electric operation** over long distances, eco-driving, eco-parking, an eco-designed high-speed train that is **97% recyclable**, and zero non-recycled waste by 2030.



France aims to contribute to the fight against climate change with its National Low-Carbon Strategy (Stratégie Nationale Bas-Carbone).

*A law is due to be passed that will prohibit domestic flights when an alternative train journey of less than **2.5 hours** is possible.*

So, to make tourism truly sustainable, should we make the experience purely virtual?

A concept that has been embraced by the Emirate of Sharjah (the second most populous emirate in the United Arab Emirates) whose entire territory, covering **235 km²**, can now be visited in the metaverse!



Figures

The journey in figures

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in a private jet emits

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more CO₂ than a flight
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A trip from Paris to Nice by private jet (**1.9 tons of CO₂**) is equivalent to **11 months** of heating a house using electric energy and not much less than the emissions of a car for a year.

Le Monde 10/09/22

*L'impact environnemental des jets privés est largement sous estimé
("The environmental impact of private jets is largely underestimated")*

Nicolas Baumard and Coralie Chevallier

Further reading

For more information and action

- **L'impact environnemental des jets privés est largement sous estimé**
("The environmental impact of private jets is largely underestimated")
Nicolas Baumard and Coralie Chevallier
Le Monde 10/09/22
- **Et si vous deveniez volontaire dans votre entreprise ?**
("What if you become a volunteer in your company?")
<https://www.groupe-sos.org/2022/10/04/et-si-vous-deveniez-volontaire-dans-votre-entreprise/>
- **Forfait mobilités durables 2023 : pour qui, pour quel montant ?**
("Sustainable mobility package 2023: for whom, for what amount?")
By Loic Farge - Updated on 01/11/2023
<https://www.toutsurmesfinances.com/argent/a/forfait-mobilites-durables-pour-qui-pour-quel-montant>
- **Covoiturez pour aller au travail**
("Carpool to work")
<https://www.karos.fr>
- **Flying whales**
Our mission is to unlock remote areas, with a very low environmental footprint.
<https://www.flying-whales.com>