



Jo Chidley is a circular economy expert, chemist, herbal botanist, and founder of Beauty Kitchen and Reposit.

I am obsessed by circular design, cradle to cradle principles & collective action through collaboration.

I have been championing a Reuse Revolution through active collaboration & innovation with some of the globe's largest single use producers & users. Having previously launched an indie beauty brand called Beauty Kitchen which is 1 of the highest scoring BCorps, I'm co-chair of the BCorp Beauty Coalition & the Stakeholder advisory committee for Cradle to

Cradle, being part of this collective action has been my proudest moment. This heritage was instrumental in developing the world's first closed-loop solution for beauty packaging and has powered the service behind the ground-breaking [Reposit](#) programme.