Green chemistry is, by definition, a continuously evolving frontier, intended to the conversion of technologies in “greener” processes and to the redesign of more eco-compatible products. The Agenda 2030 objectives push to pursue a more sustainable development, however greener production processes cannot go without scale development and market validation. In this scenario, the cosmetics field is playing a significant role in raising awareness among consumers and in investing in research for more sustainable and innovative formulations. At Ca’ Foscari University of Venice a virtuous meeting took place between the research group CATMAT, working among others on sustainable materials and processes for chemical industry, and the English start-up Mérani, who invested in an innovative patent filed by Ca’ Foscari to develop green high-end cosmetic bases.