

Young entrepreneur invents sunscreen made from tomato waste



José Pablo Molina, a graduate from the **Sinaloa campus of Tec de Monterrey**, has set up **TomSun**, a company producing **sunscreen bioproducts made from tomato waste**.

According to Jose Pablo, his line of bioproducts are **made from tomato extract**, components which are **100% natural in origin, free of chemicals and preservatives**, and focused on **protecting skin from the sun**.

Currently, **TomSun** has two product prototypes: a **sunscreen and an after-sun gel**, which are still at the testing stage.

ADDING VALUE TO SINALOA'S AGRICULTURE

The young entrepreneur mentioned that he'd reflected on the **importance of agriculture to Sinaloa** and **the need to generate added value** in order to develop an innovative business model.

*"I asked myself, 'What's the best thing our lands provide and what can we do with it?' That's when I discovered an opportunity to **create bioproducts from tomatoes**, as we **produce a lot of them in Sinaloa**,"* emphasized José Pablo.

He also mentioned the **large numbers of tomatoes that are wasted every year**, which is one of the reasons he based his products on this raw material.



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MOTIVATION FOR BEING ENTERPRISING

A recent graduate, he mentioned that **the idea struck him in the seventh semester** of his degree course in International Business during an **entrepreneurship class**.

This happened while doing an analysis exercise on current business models in **Mexico** and **Sinaloa**.

He said that his motivation to carry on with the project is the fact that **besides being a simple idea**, it has **great potential** to become a **profitable and sustainable business model**.

Krissel Monzón, Coordinator of the Innovative Entrepreneurship area at the Tec's Sinaloa campus, described José Pablo as a someone who's **persistent and proactive**.

*"These are the main two characteristics that have helped him. He's gone from an idea that came to him in class to **creating a prototype that might actually solve a problem in the real world**," emphasized Krissel.*

Krissel also said that José Pablo had identified a raw material that provided two solutions: it helps with **skincare** and **prevents pollution**, thus finding a **double use** for agricultural waste.

*"He always wants to **know how to do things and how to improve**. That's helped him reach the right people, who've always helped him in those areas that start getting complicated," emphasized*

Krissel when talking about José Pablo.



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THE HARDEST PART

José Pablo mentioned that his main obstacle during the process of developing his company has been **bioproduct research and development**, as this is a complex process that requires a great deal of **time and dedication**.

"I often feel frustrated that we can't advance at the speed I would like. However, I'm aware that it's never easy to achieve anything that's really worth the effort," emphasized José Pablo.

In five years' time, this graduate sees his project as a **consolidated** business model, but with **a lot of potential for growth and diversification**.

BENEFITS OF BEING ENTERPRISING

José Pablo **advised young students to be enterprising**, pursue their dreams, and not be afraid of failure, seizing the opportunity to grow both professionally and personally.

"If you believe in something, you have to defend it to the hilt. We're all capable of fulfilling our dreams, no matter how "crazy" they seem," emphasized José Pablo.

José Pablo invited all young people to **take risks, face their fears, and challenge themselves**, but above all, **never stop believing in themselves**.



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For her part, Krissel emphasized the importance of young students being enterprising during their time at university.

“Starting a business during your time at university will help you to develop different skills. You develop the ability to solve problems and it gives you an advantage inside and outside the classroom,” said Krissel.

Finally, Krissel emphasized that being enterprising provides you with different benefits such as **understanding context in a business setting, creating connections, networking, and finding partners**.

TOMATO PROTECTION

- ***The sunscreen protects against UVA and UVB rays.***

- *The sales price: \$359, which would be below the market average.*
- *The waste from approximately 15 tomatoes is needed to make one bottle of product.*
- *Approximate launch date: final quarter of 2020 or first semester of 2021.*

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