

CASE STUDY · PRESS RELATIONS

Matter of Trust Chile

Communications management

Presse SPA

Santiago, Chile / CDMX, México
equipo@presse.cl · www.presse.cl

Media coverage

National Geographic (USA)

Reuters (Global) – July 2025

La Tercera – July 2025

Shareable (USA) – May 2022

New Straits Times (Malaysia) – July 2025

El País – July 2024

País Circular – 2024

BioBio Chile – July 2025

VC Magazine – July 2025

Magazin (HRT, Croatia)

La Nación (Argentina) - July 2024

El Mostrador (Argentina) - October 2023

Voz de América - March 2024

Forbes México - July 2025

Antena 3 - July 2025

AOL News - July 2025

Devdiscourse - July 2025

Rinnovabili - July 2025

Portal Tela - July 2025

Wired - July 2025

Portfolio - July 2025

Darik News - July 2025

Deutschlanfunk Nova - April 2025

Telegraf - April 2025

Introduction

Matter of Trust Chile is the local subsidiary of the global organization based in San Francisco, specialized in transforming human and animal hair waste into ecological solutions. In Chile, its focus has been on two major initiatives:

Agropelo: agricultural blankets made with recycled hair to conserve soil moisture and improve crop yield.

Petropelo: hydrocarbon absorbent devices to clean contaminated waters on Chilean coasts.

National Geographic (USA)

Title: Can recycled human hair help clean oil spills—and fertilize crops?

Focus: scientific analysis of the use of hair as a natural resource in absorption and agriculture.

[Animals](#)[History & Culture](#)[Travel](#)[Health](#)[Science & Nature](#)[Lifestyle](#)[Shows](#)[More](#)[Log In](#)[Subscribe](#)

| Woven mats of hair can help add nutrients to soil and prevent water from evaporating.

PHOTOGRAPH BY MATTEROFTRUST.ORG

ENVIRONMENT

Original media clipping · original publication language

[Read original publication](#)

Reuters (Global) – July 2025

Title: Water-saving tool helps drought-hit Chile with human hair

Focus: global coverage on the use of hair blankets that save up to 48% of irrigation water and improve agricultural productivity in northern Chile.



World ▾ Business ▾ Markets ▾ Sustainability ▾ Legal ▾ More ▾

A water-saving tool in drought-hit Chile: human hair

By Reuters

July 3, 2025 7:12 AM GMT-4 · Updated July 3, 2025



Original media clipping · original publication language

[Read original publication](#)

La Tercera – July 2025

Title: Matter of Trust: fighting drought through hair recycling Focus: explains the circular logic of the project and testimonials from farmers in Antofagasta.



Original media clipping · original publication language

[Read original publication](#)

Shareable (USA) – May 2022

Title: Chile uses human hair waste to combat effects of mega-drought

Focus: early coverage that highlighted Chile as a leader in community climate innovation.



[DONATE](#)

[ABOUT](#) | [STORIES](#) | [PODCASTS](#) | [HOW TO GUIDES](#) | [LIBRARY OF THINGS](#) | [MUTUAL AID 101](#) | [ELECTRIC CO-OPS](#) | [MORE PROGRAMS](#) | [EVENTS](#)

[Home](#) » [Waste](#) » [Matter of Trust](#) Chile uses human hair waste to combat effects of mega-drought

WASTE

Matter of Trust Chile uses human hair waste to combat effects of mega-drought



Subscribe to our newsletter for the latest sharing news:

*Required field. We promise not to spam you. You can unsubscribe at any time.

Original media clipping · original publication language

[Read original publication](#)

New Straits Times (Malaysia) – July 2025

Title: Water-saving tool helps drought-hit Chile with human hair

Focus: international coverage replicated from the original Reuters report, providing visibility in Asia.



Original media clipping - original publication language

[Read original publication](#)

El País – July 2024

Title: How hair is cleaning contaminated waters in Chile

Focus: in-depth chronicle about the Petropelo project and its environmental impacts on the Chilean coast.

≡ EL PAÍS

América futura

SUSCRÍBETE

INICIAR SESIÓN

MEDIO AMBIENTE >

De la cabeza al rescate del mar: cómo el cabello está limpiando aguas contaminadas en Chile

El dispositivo Petropelo está siendo utilizado para el saneamiento de playas, ríos y lagos. Una melena puede limpiar casi 20.000 litros, según sus promotores



Original media clipping · original publication language

[Read original publication](#)

País Circular – 2024

Title: Petropelo: the device that seeks to clean hydrocarbons from the Chilean coast using hair

Focus: use of hair as a natural absorbent for spills in seas and lagoons.

Petropelo: el dispositivo que busca limpiar de hidrocarburos las costas chilenas con cabello

Más de 250 peluquerías en todo Chile donan el pelo que generan en sus salones a Matter of Trust Chile. A través del procesamiento del cabello, esta fundación ha desarrollado un nuevo dispositivo que permite absorber contaminantes del mar. Con casi 300 kilos de pelo que reciben al mes, y considerando que un solo kilo es capaz de atrapar casi 8 kilos de hidrocarburos, el “petropelo” se ha convertido en una solución sustentable para evitar la contaminación de los océanos.

EMMA ANTÓN CERDA 7 OCT 2022 A LAS 6:00 AM



Original media clipping - original publication language

[Read original publication](#)

BioBio Chile – July 2025

Title: Farmers in Taltal use human hair to retain moisture for crops

Focus: territorial case with a human and agricultural focus.



Original media clipping - original publication language

[Read original publication](#)

VC Magazine – July 2025

Title: Circular economy: beyond recycling

Focus: The focus of the article is educational and practical, with a territorial and applied perspective.



Original media clipping · original publication language

[Read original publication](#)

Magazin (HRT, Croatia)

Title: Innovative Chileans use discarded hair and animal fur to clean coasts and watercourses

Focus: Highlights a natural, efficient and low-cost solution to decontaminate aquatic ecosystems affected by spills.



Original media clipping - original publication language

[Read original publication](#)

[Read original publication](#)

La Nación (Argentina) - July 2024

Title: From hair salons to water cleaning: a second environmental life for hair

Focus: explains how the Matter of Trust Chile foundation collects human and animal hair in beauty salons to transform it into absorbent devices (known as Petropelo) that clean water contaminated by hydrocarbons.

LA NACION



INICIAR SESIÓN

De las peluquerías a la limpieza del agua: una segunda vida medioambiental para el cabello

4 de junio de 2024 • 08:01

PUBI



Original media clipping - original publication language

[Read original publication](#)

[Read original publication](#)

El Mostrador (Argentina) - October 2023

Title: Two Chilean projects are awarded funds from an international social innovation program

Focus: The article reports that two Chilean projects were selected from among nineteen initiatives from South America to receive funding in the 15th edition of Legado by Bayer, an international program focused on social innovation.



elmostrador



19 octubre, 2023

Dos proyectos chilenos se adjudican fondos de programa internacional de innovación social

Original media clipping - original publication language

[Read original publication](#)

[Read original publication](#)

Voz de América - March 2024

Title: Water Day: In Chile an innovative project uses human hair waste to tackle water scarcity

Focus: highlights the Agropelo project, developed by Matter of Trust Chile, which uses human and animal hair collected in hair salons to create agricultural blankets and padding that retain moisture in land affected by drought, especially in the Atacama Desert.

 MUNDO VERDE





marzo 22, 2024
IVÁN GUTIERREZ /
KAMANCHACO MEDIA

Día del agua: En Chile un innovador proyecto utiliza residuos de cabello humano para hacer frente a la escasez hídrica

Original media clipping - original publication language

[Read original publication](#)

[Read original publication](#)

Forbes México - July 2025

Title: Hair mats help prevent the impact of drought in Chilean orchards

Focus: The journalistic piece focuses on an innovative and sustainable solution applied by small farmers in arid areas of Chile, who use compostable mats or mulch made with human hair to face the effects of a prolonged drought, which has already exceeded a decade in several regions of the country

Portada / Internacional /

Forbes Staff
julio 3, 2025 @ 10:17 am

Tapetes de pelo ayudan a evitar impacto de sequía en huertos en Chile

El 'mulch' compostable, hecha con cabello humano en forma de planchas y discos, reduce en un 71% la evaporación directa y ahorra hasta un 48% del agua de riego, de acuerdo a la fundación Matter of Trust Chile.

Original media clipping - original publication language

[Read original publication](#)

[Read original publication](#)

Antena 3 - July 2025

Title: Carpets made with human hair: a curious technique to protect crops from drought

Focus: The news focuses on presenting an innovative and peculiar solution developed in Chile to face the water crisis: the use of compostable mats or carpets made with human hair placed at the base of crops.



Original media clipping · original publication language

[Read original publication](#)

[Read original publication](#)

AOL News - July 2025

Title: A water-saving tool in drought-hit Chile: human hair

Focus: The piece highlights an ingenious and sustainable solution developed in Chile by Matter of Trust Chile: the creation of small compostable mats made with human and pet hair.

AOL

Search

A water-saving tool in drought-hit Chile: human hair

REUTERS

July 3, 2025

Original media clipping · original publication language

[Read original publication](#)

[Read original publication](#)

Devdiscourse - July 2025

Title: Hair Mats: Innovative Solution for Chile's Water Crisis

Focus: The information highlights an innovative and sustainable agricultural solution to face the drought in Chile: the use of compostable mats made from human and animal hair, developed by the foundation Matter of Trust Chile



[About](#) | [Career](#) | [Advertisement](#) | [Team](#) | [Partn](#)

[🏠](#) | [NEWS](#) | [RESEARCH](#) | [LIVE DISCOURSE](#) | [BLOG / OPINION](#) |

[AGRO-FORESTRY](#) [ART & CULTURE](#) [TECHNOLOGY](#) [ECONOMY](#) [EDUCATION](#) [ENERGY](#) [POLITICS](#) [LAW & GOVERNANCE](#) [HEALTH](#) [SCIENC](#)

Water Crisis

In Chile, hair mats are being used as a sustainable agricultural solution to combat drought. Made from human and pet hair, these compostable mats improve soil quality, reduce water evaporation, and increase crop yields. The Matter of Trust Chile foundation spearheads this project, utilizing hair from local salons and groomers.

Devdiscourse News Desk | Santiago | Updated: 03-07-2025 16:30 IST | Created: 03-07-2025 16:30 IST

Original media clipping - original publication language

[Read original publication](#)

[Read original publication](#)

Rinnovabili - July 2025

Title: Can mulching with human hair save agriculture in Chile?

Focus: The note highlights how small compostable carpets made of human hair, compacted in the form of mats and placed at the base of crops, are helping Chilean farmers to face the megadrought.



SHARE

Mulching with human hair, compressed into small mats placed at the base of plants, is proving to be an effective solution against Chile's severe drought. In addition to providing valuable nutrients to the soil, this method reduces direct evaporation by 71% and saves 48% of irrigation water.

Original media clipping · original publication language

[Read original publication](#)

[Read original publication](#)

Portal Tela - July 2025

Title: Human hair helps reduce water consumption in Chilean orchards

Focus: The article highlights an agricultural innovation developed in Chile by the Matter of Trust Chile foundation: compostable mats made from human hair (and in smaller proportions, animal hair), to be used as mulch at the base of crops. This technique is helping to combat the megadrought, reducing soil evaporation by 71% and conserving up to 48% of irrigation water.



Original media clipping · original publication language

[Read original publication](#)

[Read original publication](#)

Wired - July 2025

Title: Human hair helps farmers in Chile save water

Focus: The article focuses on an innovative and circular agronomic solution developed by Matter of Trust Chile: the use of compostable mats or mulch woven with human hair, placed around crops to address the megadrought affecting much of the country.

WIRED

WIRED #6

TECHNOLOGY

SCIENCE

BUSINESS

NATIVE

PŘEDPLATNÉ

E-SHOP

[< ZPĚT NA NEWS BEAT](#) NEWS BEAT 

4. 7. 2025

Lidské vlasy pomáhají farmářům v Chile šetřit vodou

Original media clipping - original publication language

[Read original publication](#)

[Read original publication](#)

Portfolio - July 2025

Title: Surprising method invented against severe drought in Chile

Focus: The news focuses on an innovative and circular agricultural solution developed in Chile by the Matter of Trust Chile foundation to combat the megadrought. The proposal uses compostable mats made with human hair (and to a lesser extent, animal hair), woven and compacted to be placed at the base of crops in orchards and fruit groves.

Portfolio

SIGNATURE HÁBORÚ BEFEKTETÉS BANK DEVIZA GAZDASÁG GLOBÁL BRUXINFO ÜZLET INGATLAN

ELŐFIZETŐI TARTALOM

Meglepő módszer találtak fel a súlyos aszály ellen

Portfolio

2025. július 03. 13:32



Original media clipping · original publication language

[Read original publication](#)

[Read original publication](#)

Darik News - July 2025

Title: Farmers in Chile use human hair as a means of saving water

Focus: The news presents an innovative and ecological agricultural solution to combat the drought in Chile: the creation of compostable mats woven with human hair, placed at the base of crops in orchards and fruit groves.

Земеделците в Чили използват човешка коса като средство за пестене на вода

7 юли 2025 16:00



Original media clipping · original publication language

[Read original publication](#)

[Read original publication](#)

Deutschlanfunk Nova - April 2025

Title: Water scarcity: Hair helps in Chile against dry garden beds

Focus: The information focuses on an innovative and sustainable initiative being developed in Chile to combat water scarcity: the use of mats woven with human hair collected from hair salons, reusing a common waste product to protect crops from soil evaporation.



Original media clipping · original publication language

[Read original publication](#)

[Read original publication](#)

[Read original publication](#)

Telegraf - April 2025

Title: Forget fertilizer: This material is the new gold for agriculture in Chile

Focus: The article highlights an ingenious and sustainable agricultural strategy implemented in Chile by the Matter of Trust Chile foundation: the use of compostable mats made with human hair. These mats, designed as mechanical mulching, are placed around crops in orchards and fruit groves to retain soil moisture and face years of drought.



Zaboravite na đubrivo: Ova materija je novo zlato za poljoprivredu u Čileu!



A. N. | 05/07/25 | 06:00 | Čitanje: oko 1 min.



Male prostirke napravljene od ljudske kose koriste se u Čileu za prekrivanje zemljišta u voćnjacima širom zemlje, kako bi pomogle u zadržavanju vlage u regijama koje se godinama suočavaju sa sušom. Kosa se mehaničkim tkanjem pretvara u kompaktne prostirke, koje smanjuju direktno isparavanje za 71 odsto i štede do 48 odsto vode potrebne za navodnjavanje, prema navodima fondacije Matter of Trust Chile, koja proizvodi ove prostirke.

Original media clipping · original publication language

[Read original publication](#)

[Read original publication](#)

[Read original publication](#)

Results and conclusions

Presence in 3 continents (America, Europe, Asia).

Appearance in top-tier international media, El País and National Geographic, highly reputable media with a global audience.

Strategic visibility in environmental, innovation, and territorial press.

Successful thematic positioning: circular economy, climate adaptation, waste valuation, and citizen collaboration.

More than 60 publications