



The Beauty 2017 100

“Natural beauty has become a circus!” exclaimed a colleague of mine, as I put the finishing touches on this year’s *Beauty 100*. A small business owner in the industry, she was referring to the deluge of new products flooding the marketplace. As I reflected on nearly three decades of covering beauty and spa in the media, the sheer volume of new stuff gave me pause. It’s wild, but it’s actually a much better show.

Ten years ago, when I cofounded a magazine dedicated to the burgeoning field of green spas and beauty, it seemed like a whole new world. Anything went. And green-washing, along with confusion, ran rampant. Today, the industry has become much more transparent. Products that are successful in the natural and organic markets are using proven ingredients for increasingly sophisticated consumers. More people

than ever read their product labels and know what to avoid. The lists of potentially hazardous ingredients are increasingly serious, and as a result many brands have cleaned up their acts.

In this second annual *Beauty 100*, we’ve chosen the best of the clean green brands in a number of categories, ranging from face and body cleansers and moisturizers to personal-care to sleep-enhancing products. (The latter category is a personal favorite in today’s increasingly sleepless world.) If you want to go a step further and really learn about what goes into your products, check out the Environmental Working Group’s (EWG) Skin Deep Cosmetics Database where you’ll find more than 60,000 products reviewed for safety (ewg.org). And if you discover a product that checks out with EWG and works for you, let us know about it.

—MARY BEMIS, EDITOR, THE BEAUTY 100

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INSIDER’S GUIDE TO
SPAS



FARM-TO-SKIN

The Rise of Beauty Farms

MORE SMALL FARMS AND GARDENS GROW ORGANIC FOODS TO SLATHER ON BY **SHELLEY LOTZ**

The farm-to-table foodie movement helped to reawaken our taste for fresh, ripe, locally sourced foods right from the garden, and now the farm-to-skin beauty movement is coming into its own with fresh, local, artisan-crafted, small-batch formulas for everything from basic cleansers to body oils. Once again moms, chemists, and farmers are serving skincare directly from the fields, gardens, and orchards. Many farm-to-skin products were born out of personal health needs of the creators or from the joys of creating products by experimenting in the kitchen with homegrown food, herbs, flowers, and fruits.

While farmers' markets have long offered popular items, such as lavender oils, tinctures, and goat soaps, these farm-to-skin brands are becoming much more sophisticated. Made in small batches, ingredients are typically fresh, pure, and raw. The purity and freshness of the ingredients means you are getting a concentrated, active product that is generally less

watered down than the standard mass-produced products. While not always edible, these products are essentially food for the skin without synthetic perfumes or harmful chemicals. They feel good going on, and you can also feel good about supporting a family that puts its heart and soul into its handcrafted products.

The disadvantages to authentic

farm-to-skin products are typically cost and shelf life. It is expensive to source and produce small quantities, but the products are meant to be savored—not left on the shelf. Use it or lose it. Another consideration is the absence of performance ingredients such as peptides, which are not typically added to home-crafted products.

Most homemade products sold commercially adhere to health regulations, labeling standards, and a high level of sanitation, but small vendors may not have the same quality controls or the knowledge of the larger brands. The product consistency may also vary from one batch to another, as it is hard to blend the components in exactly the same way with smaller

batches and less controlled supply lines. Farm-to-skin is about the customized experience, not just about buying a product. These artisans want you to feel the love that has gone into creating their products directly from their home to yours.

Here's a sampling of noteworthy companies:

A WHOLESOME GLOW is a modern body-care line straight from Twin Mill Farms in upstate New York, owned by the Gendebien family. It's a dairy farm known for an award-winning Cabot cheese, and Blake and Carmen moved back home to help expand the business. Meanwhile, Carmen followed her other passion and became an esthetician and opened **Glow Skincare and Spa** in Canton, New York. From their combined farm and skincare expertise, the couple now makes skincare products handcrafted with ingredients like milk, alfalfa, blueberries, apples, and wildflowers. awholesomeglow.com

LILY FARM FRESH SKIN CARE in Henderson, Colorado, was "born out of sustainable agriculture." Lily is a seventh-generation American farmer who sows, nurtures, and harvests her ingredients by hand, and every batch of skincare is made fresh in the laboratory on the farm. Says Lily, "We are the only skincare company on the planet that has all three USDA certifications" (USDA certified organic farm, laboratory, and products). lilyfarmfreshskincare.com

SMITH FARM PRODUCTS was created in 2008, when Julia Smith made her first batch of body lotion in the food processor. Growing up on the farm in Quebec, Canada, was a big influence in the founder's life, and Smith Farms continues to use "pure, naturally derived organic plant oils, butters, and extracts and never use any synthetic fragrances, colors, or fillers. Ingredients are simple and identifiable." smithfarmsproducts.com

ZAGORSKA OASIS products, made in southern Oregon by Michele Zagorska, were created to purify and detox the body. She was inspired to concoct them because of a genetic flaw she has "that inhibits my body's ability to detox." When formulating, Zagorska chooses the purest organic, wild-crafted, ECOCERT certified, or natural ingredients available. In 2016, she opened Zagorska Oasis in Ashland, Oregon, a spa and apothecary focused on detoxification and salt therapy. zagorskaoasis.com



Shelley Lotz has over 25 years of experience in the spa industry as an esthetician, educator, and entrepreneur. She is the author of *Green Spas and Salons: How to Make Your Business Truly Sustainable*, and a major contributing author of *Milady's Standard Esthetics Fundamentals*, a textbook for estheticians.

6 MORE ARTISAN-CRAFTED SKINCARE FINDS

Curious and want to learn more? Here are half a dozen more farm-to-skin lines that are worth exploring. Your skin will thank you for it.

1. BAMBU EARTH Founded in 2009, and handmade in Southern California, bestsellers in this line include Dry Shampoo (in Lighter and Darker options) and Everything Balm. bambuearth.com

2. COLORADO AROMATICS Founded by a biochemist and herbalist, this line is especially good for outdoor enthusiasts and aims to "soothe even the driest of skin." Parsley Eye Serum, Sole Pleasure Foot Butter, and Herbal Relief Lip Balm are just a few herbal options. coloradoaromatics.com

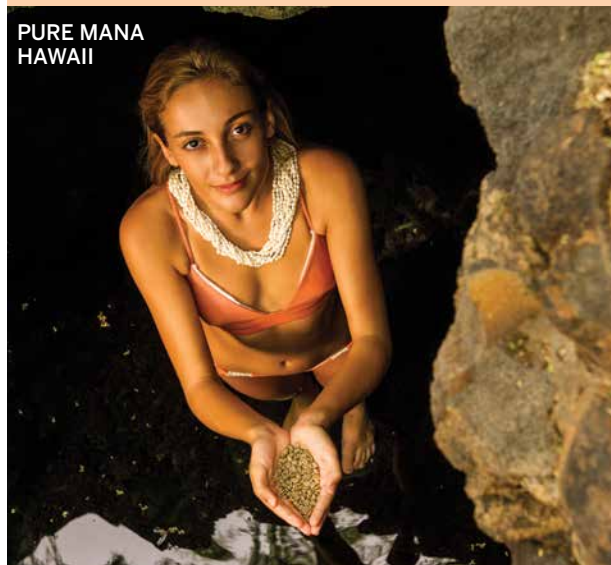
3. EARTH TONICS SKINCARE Crafted in Ojai, California, by Daron Hope, holistic esthetician and owner of Earth Tonics Herbal Apothecary, aromatic elixirs include floral waters and a Cardamom Cream Cleanser. earthtonicsskincare.com

4. EARTH TU FACE Created by two herbalists and based out of Oakland, California, this handcrafted brand features face and body products, including Coconut Body Butter and Botanical Perfume Balms. earthtuface.com

5. FARM TO GIRL This extensive brand is all about supporting communities of women and growers, and it partners with beekeepers and growers from Austin, Texas, to the Solomon Islands. Founded by an environmental scientist, the company donates 20 percent of its profits to women's health and education in developing communities. farmtogirl.com

6. PURE MANA HAWAII "From our soil to your soul" is the founders' mantra at this small-batch brand. Macadamia nut oil, grown and pressed on their Mahina Mele Farm on the Big Island, is the star ingredient in this lovingly crafted line. The Travel Essentials kit is a good intro. puremanahawaii.com

PURE MANA HAWAII



LESLEY GOURLEY

Soaps & Suds

10 NATURAL CLEANSERS FOR FACE & BODY



Grapefruit + Sea Salt Bar **SOAPGIRL**

Handcrafted in small batches out of Dallas, this Himalayan pink salt bar lathers nicely and smells fresh, thanks to the uplifting citrus scent of pure essential grapefruit oil. **\$7, soapgirl.co**

Exfoliating Face Wash **AUOMERE**

Take the time to gently exfoliate your skin with this powder formula that contains 13 Ayurvedic herbs in a base of red clay and fuller's earth. Add a small amount of water to the dry formula, and massage into your skin for three to five minutes for a clean and healthy glow. Nice touch: 10 percent of profits are dedicated to the development of the sustainable "City of Human Unity" in Auroville, South India. **\$16.50, auomere.com**

Creamy Coconut Cleanser

KENSINGTON APOTHECARY

This frosted glass jar looks pretty on the side of the sink, and pump dispenses just the right amount of cleanser. Organic virgin coconut oil adds a nice hydrating touch, and the silky texture leaves skin feeling smooth. **\$24, kensingtonapothecary.com**



Stone Crop Cleansing Oil

EMINENCE ORGANIC SKIN CARE

Part of the new Microgreens Detox Collection, this nongreasy cleanser contains stone crop (revered for its brightening quality) and a nutrient-dense complex crafted from a powerful blend of sprouts. **\$52, buynaturalskincare.com**

Goat's Milk Soap

ROCKY MOUNTAIN SOAP COMPANY

A classic and hydrating goat's milk bar, barely but deliciously scented with lavender essential oils. Specially formulated for dry sensitive skin. **\$5.25, rockymountainsoap.com**

Awaken Cleanser

GOLDEN PATH ALCHEMY

You can't help but be in a better mood after washing your face with this gentle blend that includes the uplifting qualities of neroli and sweet orange. Calendula is also among its skin-healing ingredients. **\$28, goldenpathalchemy.com**

Green Seaweed Soap

OSSETRA

Seaweed has long been used in skincare to firm and tone the skin, and this body bar (also available in Red Seaweed) includes Newfoundland green Phaeophyta, along with safflower, coconut, and olive oils and peppermint essential oil. **\$11, ossetra-global.ca**



Rosehip + Nodding Thistle Soap

DRYLAND WILDS

We love the whimsical packaging of this line, but what's in it is even better. This bar—a blend of olive, coconut, and castor oils—boasts red Moroccan clay and is topped with wild rose petals and nodding thistle. **\$14, drylandwilds.com**

Yuzu Seed Cleansing Balm

CHIDORIYA

Make a ritual: wash your face, apply a teaspoon-size amount of this rich balm that's packed with olive, grapeseed, and yuzu oils, as well as shea butter and beeswax, and gently massage into your skin. Remove with a warm washcloth, or try the brand's new 3 Layers Organic Cotton + Silk Facial Cloth (\$15) from Japan. **\$38, chidoriyaworld.com**



Pure-Castile Bar Soap

DR. BRONNER'S

There's a reason why this soap is a top-seller: USDA-certified organic, fair trade, and family-owned since 1858, these long-lasting soaps are gentle, lather up just right, and can be used on face, body, and hair. Choose from eight different formulas, including Hemp Tea Tree, Hemp Lavender, and Hemp Almond. **\$4.69, drbronner.com**

—MARY BEMIS

*Your daily dose
of Vitamin C.*



DERMA·E



Vitamin C Concentrated Serum

A lightweight, fast-absorbing, high potency serum that is formulated with 100% stable Vitamin C and moisturizing Hyaluronic Acid to help brighten skin, support collagen health, reduce the appearance of uneven skin tone and minimize the look of fine lines and wrinkles.



Cruelty free



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Gluten free



SOY free



Recyclable



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Ways to Glow

12 NOURISHING SERUMS & OILS

Calming Face Oil **OLIE BIOLOGIQUE**

An excellent oil for sensitive and stressed skin types whose skin reddens easily, this helps calm inflammation with ingredients like lavender, chamomile, and organic camellia oil. **\$78, oliebiologique.com**

Organic Regenerating Oil Serum

BLUE BEAUTIFLY

There's a lot to love about this little bottle of USDA-certified organic oil (including the scent, an intriguing blend that counts ylang ylang and jasmine among its ingredients). Formulated for mature skin types, it calls on the plant powers of calendula, sea buckthorn berry, pomegranate, and more. **\$52, bluebeautify.com**

Day Undone Nighttime Serum

GODDESS GARDEN ORGANICS

Here's a serum for those of you whose skin is showing the wear and tear of too much time in the sun. Antioxidant-rich, this Sun-Repair Serum goes to work on skin texture. Mango butter and pomegranate and rose hip oils provide a silky, nourishing blend. **\$17.99, goddessgarden.com**

Illuminating Rose Collagen Renewal Face Serum

RED FLOWER NATURE

A lovely formula created with the "whole essential oil of 45 kilograms of rosa damascena petals and 10,000 cold-pressed cloudberry and raspberry seeds in every bottle." High in omega oils, this is a potent, circulation-boosting blend. **\$86, redflower.com**



Ba+S Eye Contour **ODACITE**

We chose this as a skin-soothing remedy for our dark circles, though this nourishing blend is also meant to address wrinkles around the eyes, as well as puffiness. The "Ba+S" stand for Baobab Sarsaparilla Serum (both wonderfully potent oils). Mix a little in your eye cream or use solo. **\$42, odacite.com**

Soothing with Oat Extract

SEVENTH GENERATION BOOSTS

Intended to calm and relieve stressed skin with ingredients like oat, argan, and the Chinese herb zi cao, this nourishing serum absorbs quickly and is 100 percent USDA-certified biobased. **\$12, ecrater.com**

Nourishing Oil Serum **DECLEROR**

Dry skin types especially will benefit from this daytime serum, crafted with essential oils of marjolaine, lavender, and myrrh, among others. Its plant-oil base is made up of eight different oils, including argan, avocado, babassu, and cranberry. **\$73, declerorusa.com**

Renewing Oil Serum

INTELLIGENT NUTRIENTS

Good for all skin types, this one is a favorite of the bunch for the way it sinks into the skin without leaving a residue, and for its great radiant-boosting qualities. USDA-certified organic, to boot. **\$65, intelligentnutrients.com**

Eye Serum

LAUREL WHOLE PLANT ORGANICS

Whole plant power (think bilberry, chamomile, fennel, licorice, and rose hips) works its regenerating natural magic in this gentle blend, formulated to help lessen dark circles and ease puffiness and fine lines. **\$72, laurelskin.com**

Moisture Renewal Oil

PAULA'S CHOICE

This is a nice lightweight oil for very dry skin types, featuring a soothing and revitalizing blend of nine essential, nonfragrant plant oils (jojoba, safflower, and sunflower, to name a few). **\$36, paulaschoice.com**

Seriously Glowing Facial Serum

ACURE

Hydrating, soothing, and packed with antioxidants, this noteworthy serum counts refreshing rosemary, as well as borage and pumpkin seed oils, among its concentrated ingredients. USDA-certified organic, as well. **\$19.99, acureorganics.com**

Replenishing Serum **LAVIDO**

A rich, skin-firming combination of 19 different plants (pomegranate seed and lemon myrtle are two star ingredients) make this a good option for those looking for an anti aging oil loaded with active plant-based acids, vitamins, and minerals. **\$59, lavidocom**

—MARY BEMIS

Staying Hydrated

9 BEST BALMS & CREAMS

Rose Butter Facial Balm

KENSINGTON APOTHECARY

One of our favorites of the bunch, this beautiful rose balm may be put to a multitude of good purposes. Yes, it smells divine and is deeply hydrating, but it's equally good as a lip balm or cuticle cream—slather extra on your face and use as a moisturizing mask, as well. **\$25**, kensingtonapothecary.com

Beauty Prep Face Moisturizer

JANE IREDALE

We like the way this light but effective cream dispenses—simply press on the top of the product and the perfect amount is released. Designed to “prep” skin so that makeup goes on more smoothly, this has a nice light lemongrass scent and includes four organic rose stem cell extracts that help brighten the skin. **\$45**, janeiredale.com

Hug Me Organic Body Butter

BALANCED GURU

The name is accurate for this blissful blend that combines certified organic coconut oil, cocoa butter, and babassu oil. A great multitasking product for super-dry skin and rough spots, this is USDA-certified organic. **\$19.99**, balancedguru.com

PhytoLift Neck & Décolleté Cream

ILIKE ORGANIC SKIN CARE

A slew of neck and décolleté creams were released last year, as more American women are realizing that this delicate area does in fact need special attention. Phytolift is a good, clean (BDIH-certified) option and boasts hops (naturally loaded with skin-firming benefits) as its hero ingredient. **\$72**, szepelet.com



Vitamin C Intense Night Cream

DERMA:E

We love the consistency of this new night cream; it's not too heavy but feels rich and quickly absorbs into the skin without leaving a greasy residue. A stable form of vitamin C, plus hyaluronic acid, probiotics, and rooibos, pack a super-antioxidant punch. **\$22.50**, dermae.com

Organic Body Butter

BUTTER BABES

Certified organic virgin coconut oil and certified organic mango butter are just two of the superstar ingredients in this luscious and deeply nourishing body balm that smells good enough to eat. **\$48**, butterbabesinc.com

Rose + Black Pepper Botanical Body Cream

LITTLE BARN APOTHECARY

Hydrosols, such as lavender from wild-harvested florals, shea butter, rosa damascena, and the interesting addition of black pepper essential oil, make this botanical-infused body cream a noteworthy newcomer. **\$52**, littlebarnapothecary.com

Sapien Women Body Moisturizer

SURYA BRASIL

This light and buttery moisturizer smells fresh (think coconut and mango) and is loaded with organic Amazonian ingredients like murumuru butter and acai oil. Apply all over your body for a hydrating and non greasy treat. Bonus: ECOCERT certified. **\$26.99**, suryabrasilproducts.com



Tree of Life Balm

ELEMENTAL HERBOLOGY

Another wonderful multipurpose balm, this one contains 12 different actives and eight bio-oils for intense hydration. Great for severely dry skin, as well as sunburned skin, it's rich in buriti ("tree of life," hence the name) oil, shea butter, argan, and castor oils. **\$58**, elementalherbology.com

—MARY BEMIS



Relax with a Mask

10 TIME-OUTS FOR YOUR FACE



Sandalwood Saffron Face Mask

SKIN YOGA

A supremely simple dry blend of sandalwood, saffron, and walnut-seed powder, this mask from India, targeted to mature skin types, is refreshingly unique (and beautifully packaged). Mix about a teaspoon of the mask “powder” with water to form a thick paste, and apply. Leaves skin with a nice glow. **\$39, skin yoga.in**

Moisturizing Mask

TATA HARPER

Lightweight yet super-moisturizing, this mask is great for dehydrated (think long flights) or stressed skin. Simply apply before bedtime and let your skin soak it up overnight, or apply during the day for 15 minutes or so, then tissue off. Leaves the skin with a shimmering glow.

\$115, tataharperskincare.com

Firming Mask

DR. HAUSCHKA

Loaded with rose petal extract, and rose wax, this fortifying mask made especially for mature skin also includes mango seed butter and beeswax in its nurturing formula. Our skin felt soft and smooth after rinsing off.

\$58, dr.hauschka.com

Greek Yogurt & Nourishing Organic Sheet Mask

ORGAID

The best (and only) sheet mask we’ve come across that uses a host of certified organic ingredients like organic Greek yogurt powder and organic thyme extract. The “ecoderma” fabric is pretty cool, too. **\$42 (box of six), orgaid.com**

Deep Forest Clay Mask

KYPRIS

This detoxifying mask actually smells like a forest in a jar—earthy and many layered—though it also includes oceanic salts and sea algae for their soothing benefits. A wonderfully gentle exfoliating mask, this has a light consistency and an unusual “potpourri of medicinal botanicals” that includes aspen, vetiver, fig, and butterfly bush. **\$88, kypribauty.com**

Rose & Willow Bark Blemish-Free Mask

JUARA

Skin succumbing to hormonal breakouts will benefit from this gently purifying mask, created for oily and blemish-prone skin. Powerful natural ingredients like white willow bark (a skin clearer) and kaolin clay (purifying) add oomph. Dab on stubborn spots for an overnight treatment. **\$38, juaraskincare.com**

The Mask

JEFFREY JAMES BOTANICALS

A multitasking product—part gentle exfoliant, part creamy clay mask—this pleasant smelling “Whipped Raspberry Mud Mask” is antioxidant-rich and contains natural bamboo and raspberry fibers along with hibiscus petals. **\$42, jeffreyyjamesbotanicals.com**

Honey Gel Mask

SPA TECHNOLOGIES

Created by seaweed maestro Dan Fryda, this line is like a best-kept secret, and the honey mask (best for those with dry or sensitive skin) doesn’t disappoint. Soothing and healing, it contains organic honey, along with seaweed extracts and uplifting essential oils like bitter orange and grapefruit. **\$33, spatechnologies.com**

Mineral Boost Restorative Mask

BEAUTY THROUGH BALANCE

Concocted with hand-harvested Canadian glacial clay and Pacific seaweed, this mask (a part of the brand’s Signature Series) is loaded with minerals and vitamins and targeted to mature-skin mavens. **\$54 beautythroughbalance.ca**



Hyaluronic Time Erase Gel Mask

ILIKE ORGANIC SKIN CARE

Formulated for dull, dry, and mature skin types, this deeply moisturizing mask works on smoothing and hydrating the skin using plant-derived hyaluronic acid from tara tree seeds. We love the pudding-like feel of the mask and the fact that it did leave us looking more alive. BDIH-certified organic from Hungary. **\$68, szepelet.com**

—MARY BEMIS



spiritualityhealth.com

Ayurvedic Beauty Care



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FORMULA

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ABSOLUTELY
NO ARTIFICIAL
CHEMICALS, HARSH
INGREDIENTS OR
PRESERVATIVES

Naturally
rejuvenating
for a smooth
and flawless
complexion

Auromère Wrinkle Serum

with 14 Herbal Extracts, Oils, and Natural Ayurvedic Ingredients

Based on an ancient Ayurvedic formula, this deep-penetrating, nourishing serum softens and smoothes the appearance of fine lines and wrinkles, especially for delicate, stressed and aging facial skin and neck area. Contains no synthetic ingredients. Rich in micronutrients and naturally occurring citric, lactic, lauric and linoleic fatty acids. Use for daily facial skin rejuvenation and radiance.

Auromère Ayurvedic Face Wash

Exfoliating Facial Treatment and Deep-cleansing Polish

A naturally exfoliating, daily polish made out of 13 Ayurvedic herbs blended with 2 clays. Gentle on delicate facial skin, yet effectively clearing away dead skin cells, excess oils and impurities. Leaves skin feeling silky soft, wonderfully fresh, and invigorated. No microbeads or synthetic ingredients.

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Take Care in the Sun

6 SMART WAYS TO SAVE YOUR SKIN

Natural Mineral Sunscreen for Body **SUNTEGRITY**

Available in two sizes, this is one of the best natural sunscreens on the market. Created by a woman who lost her mother to melanoma, Suntegrity's super-clean formula includes organic ingredients like cucumber and green tea extracts, as well as pomegranate seed oil. **\$24 to \$36, suntegrityskincare.com**

Natural Baby Sunscreen with Zinc **CALIFORNIA PURE NATURALS**

Gentle enough for a baby's skin, this is gentle enough for yours, as well. Zinc oxide, oils of cranberry and rosehip, and a host of nourishing seed butters and oils deliver a creamy product that applies easily. **\$10.99, californiapurenaturals.com**

Sun Shield Unscented SPF 28 **MYCHELLE DERMACEUTICALS**

Reef-safe, this is a good, basic go-to mineral-based sunscreen that protects from UVA and UVB rays. May be used on face and body. **\$20, mychelle.com**

Mineral Sunscreen SPF 50 **EQ ORGANIC SUN CARE**

A smart choice for outdoor enthusiasts, this mineral sunscreen line, created by a longtime surfer, is a clean blend of aloe vera, organic oils, and shea butter. It's also certified organic by ECOCERT. **\$21, eq-love.com**

LipLux SPF 15 Peppermint Vanilla **COOLA**

Raspberry and avocado fruit butters add to the deliciousness of this water-resistant lip treatment. Protects and moisturizes lips nicely, and is formulated with more than 70 percent certified organic ingredients. **\$12, coolasuncare.com**

Facial SPF **MAD HIPPIE**

There's a reason why this facial sunscreen with an SPF of 30+ consistently wins healthy beauty awards—it's good stuff and blends into skin nicely without any residue. Ingredients naturally include zinc oxide, as well as carrot seed oil, shea butter, and vitamins C, E, and ferulic acid. **\$24.99, madhippie.com**



—MARY BEMIS

Finding Relief

7 MUSCLE-SOOTHERS & STRESS RELIEVERS

Relief Massage & Bath Oil

ESSENCE OF VALI

Lavender, peppermint, and birch essential oils work in synergy to help alleviate arthritic aches, as well as headaches and muscle aches. Pour a few capfuls in your bath, or massage the oil onto the areas that need attention. **\$14 to \$22, essenceofvali.com**

Organic Calm Mind Aromatherapy Oil **KERSTIN FLORIAN**

This little bottle has been a staple of ours for years, accompanying us on flights near and far. When dabbed on temples, it provides instant relief from tension, thanks to the lovely aromas of lavender and peppermint. **\$34, kerstinflorian.com**

Muscle Soother Bath Therapy

TARA SPA THERAPY

Just opening the container and getting a good whiff of these bath salts gave us a sense of relief. An aromatic and invigorating blend of eucalyptus, juniper, and bergamot essential oils, plus a host of healing herbal extracts, makes for a soothing soak. **\$6.50 to \$24, taraspa.com**

Tension Tonic **TAZEKA AROMATHERAPY**

A "chill pill in a bottle," this beautiful blend of rose, vetiver, sweet orange, and jasmine essential oils hits all the right notes. It's beautifully packaged. Just roll it over pulse points and inhale deeply. **\$14.50 to \$44.95, tazekaaromatherapy.com**



Muscle Release Oil **SHANKARA**

Full of herbal goodness, this oil contains arnica, birch, and turmeric, among other healing ingredients. Use all over the body as a massage oil, or simply massage onto sore joints or other places that ache. **\$60, shankara.com**

Tea Tree Oil Foot Soak

ART NATURALS

Take time out and treat your tired feet to this Dead Sea and Epsom salts foot soak. The exhilarating aroma emanates from the essential oils of tea tree, chamomile, rosemary, eucalyptus, spearmint, and peppermint. **\$13, artnaturals.com**

Soothe Aromatherapy Blend

EVERYONE ESSENTIAL OILS

We love the versatility of this oil that's a relieving blend of wintergreen, peppermint, eucalyptus, rosemary, and arnica. Add to a wet or hot compress for instant relief, add a few drops to your bath, or mix 10 drops with one tablespoon of olive oil for a good muscle rub. **\$11.99, eoproducts.com**

—MARY BEMIS

Real Scents

9 NATURAL FRAGRANCES CRAFTED FROM PURE ESSENTIAL OILS & ABSOLUTES

Valentina's Naturals

This Portland, Oregon-based brand, run by husband-and-wife team Claudia and Adam Batz, offers a variety of six natural perfume blends (Pure Serenity, Sacred Incense, and True Love, to name a few) in handy perfume rollers. **\$14, valentinasnaturals.com**

Providence Perfume Company

Rhode Island-based perfumer Charna Ethier is truly inspired. She creates magical, one-of-a-kind blends by hand and offers concentrated perfume oils (Violet Beauregarde, to name a favorite), Eau de Parfums (try Divine, a warm and alluring scent), and even organic perfumed teas. **\$28 to \$175, providenceperfume.com**

Adoratherapy

Playful and powerful, these aromatherapy blends are meant to transform your mood. There's the Gal on the Go Mood Boost collection, a set of seven "scents with intent," in spray form, ranging from Seductive (patchouli, sandalwood, and clove) to Awake (sacred tulsi, cinnamon, and frankincense). Chakra Boost, a roll-on collection, features seven formulas from Joy to Clarity, created from gem and flower essences in addition to essential oils and absolutes. **\$6 to \$140, adoratherapy.com**



Good Clean Love

Founder and "Loveologist" Wendy Strgar created the line's signature scents Myths + Legends, to inspire our connection to the divine feminine and divine masculine. "It is through our olfactory capacity that we connect to our emotions, memories, and sexuality," shared Strgar. "Using ancient formulations that have long evoked desire is the quickest way to rediscovering the divine in each of us." **\$59.99, goodcleanlove.com**

Intelligent Nutrients

Seek Spirit Essence, a bright floral (imagine ylang ylang, rose, and neroli) and Seek Spirit Essence, a potent earthy blend (think oakmoss, vetiver, and jasmine), are uplifting scents inspired by the legendary Horst Rechelbacher's favorite flower essences. Nice touch: \$5 from the sale of these Essences goes to support pollinator projects. **\$45 to \$90, intelligentnutrients.com**

Juniper Ridge

This company is intent on "building a new fragrance grammar of the American West," and they're managing to do just that in the short time since launching. Wilderness Perfume bears the name of the place from which its contents—distilled and extracted fragrance from all kinds of wildflowers and moss and bark—originate. Backpacker Cologne include Siskiyou, Big Sur, and Topango Cabin. Cabin sprays also available. **\$35 to \$65, juniperridge.com**

Laboratory of Flowers

A typical day for aromatherapist and flower genius Michael Scholes involves working with more than 250 pure essential oils from over 60 countries out of his Sterling, Virginia, lab. The Perfumes with a Purpose line includes a number of perfumes that are available in roll-on, concentrated, and eau de toilette form. While you're exploring all he has on offer, don't overlook his lovely floral waters. **\$45 to \$150, labofflowers.com**



Edition 01 Goop Fragrance

Described as "a perfume of cypress smoke, snow, and sensual quiet," this debut scent is the brainchild of Goop founder Gwyneth Paltrow, who worked with perfumer Douglas Little to create her brand's first fragrance. Mystical, fragrant ingredients include frankincense, cypress oil, and patchouli leaf extract. **\$165, goop.com**

Rich Hippie

With names like Wild Thing, Bohemian Wedding, and Hoochie Coochie and eye-catching neon packaging, this California perfume company is truly an original. Crafted in small batches, perfume is made with organically farmed plants and flowers, as well as wine alcohol from organically grown grapes harvested from California's renowned wine regions. **\$20 to \$725, rich-hippie.com**

—MARY BEMIS



Personal Care

8 EVERYDAY ESSENTIALS

Sage Mouthwash **DR. HAUSCHKA MED**

Revered for centuries for its cleansing attributes, sage is a natural antiseptic and takes center stage in this new mouthwash that also includes calendula and marshmallow extracts for healthy oral care. **\$13, pharmaca.com**

Hand-Churned Natural Deodorant **CLEAN PITTS**

A truly original product, this handmade cream comes in three formulas: Clary Sage, Lavender, and Tea Tree. Handcrafted with coconut oil, shea butter, and essential oils. **\$14, cleanpitscompany.com**

Premium Natural Toothpaste **DAVIDS**

Created to naturally whiten teeth, as well as fight plaque, this fluoride-free toothpaste has a really nice mint flavor. As it turns out, the essential oils of peppermint, spearmint, and wintergreen are farmed right here in the United States. **\$7.95, davids-usa.com**

Organic Deodorant **VERMONT SOAP**

USDA-certified organic, this company makes three different blends: Sage Lime, Lemongrass Zen, and the more masculine in scent, Spicewood Extra-Strength. **\$9.98, vermontsoap.com**

Tea Tree Dental Floss **DESERT ESSENCE**

A nice change from the ordinary, this refreshing floss is coated with Australian tea tree oil and waxed with beeswax. **\$3.99, desertessence.com**

Unzented Zen Blend Oral Tonic **ZENTS**

This minty spray, a blend of organic flower essences, makes a great breath freshener, although it's meant to be a "stress-busting tonic" akin to a "warm fuzzy in a bottle." Spray under your tongue three times a day for a pleasant pick-me-up. **\$28, zents.com**

Jasmine Grapefruit Organic Deodorant **ERBAVIVA**

A subtly scented spray mist that has a nice citrus blend of grapefruit, orange, and lemon combined with jasmine and sage oil. USDA-certified organic. **\$26, erbaviva.com**

Almost Naked Organic Personal Lubricant **GOOD CLEAN LOVE**

Founder Wendy Strgar couldn't find a chemical-free personal lubricant, so she created one herself. An NIH-funded study found Almost Naked to be one of the safest lubricants around. Made with aloe vera, this water-based lubricant counts lemon and vanilla among its ingredients. **\$15.99, goodcleanlove.com**

—MARY BEMIS

A Touch of Color

9 HEALTHY MAKEUP OPTIONS

Volumizing Lip & Cheek Tint **TATA HARPER**

We love the little glass pot and the creaminess of this lip and cheek tint. A little dab will do you when you're in the mood for a touch of color. Apply with fingertips; comes in six shades from Very Nice to Very Vivacious. **\$36, tataharperskincare.com**

Phyto-Pigments Ultra-Natural Mascara **JUICE BEAUTY**

Made with 60 percent certified organic ingredients, this really is as good as it gets when it comes to natural mascara. **\$22, juicebeauty.com**

Under Eye Concealer **PHYT'S**

A gentle, non-cakey concealer for the delicate eye area, this one is formulated with horse chestnut (to decongest and aid in circulation), sunflower seed oil, and bamboo stem extract to help tired eyes. **\$25, phyts-usa.com**



Certified Organic Baked Blush **ANTONYM**

A favorite find, these highly pigmented blushes (which have been baked in terra-cotta pans) come in beautiful bamboo compacts. Available in Peach, Rose, and Copper, this noteworthy line is ECOCERT organic. **\$36, antonymcosmetics.com**

Nudist Colorbalm **W3LL PEOPLE**

We discovered this natural makeup line when it launched years ago, and have watched it flourish. This is a good intro product, whimsically described as "the love child of a lipstick and a lip balm." Comes in eight colors from Clear Neutral to Poppy. **\$13.99, w3llpeople.com**

Multi-Stick **ILIA**

This multitasker comes in a collection of six shades ranging from Tenderly, a pale pink, to A Fine Romance, a rich berry shade. Apply to lips, cheeks, and eyelids for a sheer, subtle swipe of color. **\$34, iliabeauty.com**

Japanese Beauty Papers **TATCHA**

Simply pat these blotting sheets (use both sides) on cheeks, forehead, or chin to naturally absorb excess oil. **\$12, tatcha.com**

Red My Lips **MAHALO SKIN CARE**

The first cosmetic from this Hawaii-based skincare company is a bold red matte lip color that comes in a pretty bamboo mirrored compact with an excellent lip brush for precise application. Twenty percent of the profit is donated to the Red My Lips cause, which aims to raise awareness about sexual violence. **\$45, mahalo.care**

Lip Gloss **SPA RITUAL**

With a dozen pretty colors to choose from, this gloss is a nice option if you prefer a touch of moisturizing color without a lot of shine. We like Ray of Light, a peachy shimmer. **\$19, sparitual.com**

—MARY BEMIS

Farm to Skin

Exfoliating & Moisturizing



KEY INGREDIENTS
Whole Milk
Olive Oil
Alfalfa & Oats
Lemongrass Scent

awholesomeglow.com
sales@awholesomeglow.com



ESSENCE of VALI



sleep, peaceful sleep

Trouble sleeping? You are not alone. Let Essence of Vali's sleep aromatherapy be YOUR bedtime ritual. The products are a soothing blend of essential oils: lavender, marjoram, cedarwood, and ylang ylang. Available as a pillow mist, bedtime balm, massage and bath oil, and concentrate. All products are 100% natural and can be purchased at essenceofvali.com

Butter Babes Organic Body Butter

is the ultimate luxury for your skin; packed full of powerful antioxidant rich ingredients that deliver moisture which aid in repairing, restoring and healing dry skin.

Butter Babes is 100% pure, raw and vegan never being tested on animals. A key ingredient, **organic mango butter**, is a super food for your skin, and it is especially effective for those suffering with eczema, psoriasis and rosacea.

This concentrated balm melts upon contact with skin leaving it smooth as silk and **feeding your skin with the nutrients it craves.**



Find this product on their website
www.butterbabesinc.com

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Good Clean Love's Bio-Match™ line helps promote overall sexual health by replenishing natural moisture with pH balanced formulas, to restore the protection of vaginal lactic acid.

Learn more at www.goodcleanlove.com

Balance Moisturizing Wash | Rebalance Cleansing Wipes | NEWLY PATENTED Restore

Sleep Enhancers

10 SIMPLE WAYS TO SWEETEN YOUR DREAMS



Sweet Dreams Hydrating Body & Massage Oil

VALENTINA'S NATURALS

Applying oil after an evening bath or shower is a nice and relaxing nighttime ritual. This newcomer is a beautiful blend of jasmine, vanilla, and sandalwood in an organic sunflower base. **\$14**, valentinashomebrewed.com

Dreaming Oil **FARMAESTHETICS**

There's a reason why this indie brand calls Dreaming Oil "a lullaby in a bottle for grown-ups." A beautiful blend of lavender and clary sage, this "Ethereic Inhalation Oil" may be enjoyed in a number of ways. Perhaps the most effective is simply placing a few drops in the palm of your hand, rubbing together, and inhaling deeply. **\$27**, farmaesthetics.com

Sleep Balm **BADGER BALM**

Here's a true, reliable "hero" product that counts lavender and bergamot among its calming ingredients. USDA-certified organic, this balm comes in a tin, available in two handy sizes. **\$5.99 to 9.99**, badgerbalm.com

Quiet Mind Anointing Oil

LOTUS WEI

In addition to aiding in quieting the mind and regaining clarity, this little gem of a blend was concocted to help relax the body and prepare for a better night's sleep. It's an unusual, yet intoxicating, blend of geranium, lemon, and coriander. **\$30**, lotuswei.com

Deep Rest Roll-On Remedy

TARA SPA THERAPY

We love the size of this aromatherapy roll-on lotion, as well as its soothing blend of essential oils, including sweet marjoram, lavender, and petitgrain mandarin. Apply to pulse points, like temples and wrists, and slowly breathe in. **\$14.50**, taraspa.com

Passionflower Sleep Tincture

NATUROPATHICA

Place a number of drops of this handcrafted herbal tincture in your tea or water for a better night's rest. Featuring a powerhouse trio of passionflower, ashwagandha root, and valerian root. **\$29**, naturopathica.com

Serenity Oil

BODY MANTRA BLENDS

Designed to "strengthen the feelings of peace and restfulness when you take time to stop and breathe," this beautiful oil blend, handcrafted in Boulder, Colorado, calls on the calming plant powers of lavender, clary sage, patchouli, angelica, and valerian. **\$40**, bodymantrablends.com

Sleep Remedy

H. GILLERMAN ORGANICS

A deep whiff of these USDA-certified organic oils—lavandin, blood orange, clary sage, and lavender—does wonders to ease whatever's on your mind. **\$48**, hgillermanorganics.com



Peaceful Sleep Oil Blend

NOW ESSENTIAL OILS

A relaxing blend of six essential oils, including lavender, chamomile, and ylang ylang, this potent blend may be put to a number of good uses. Make a room or pillow mist by adding 30 drops to an ounce of water in a spray bottle and spritz away. **\$12.99**, now-2-u.com

Full Relaxation **CAMILLE BECKMAN**

Handmade in small batches out of Eagle, Idaho, this soothing bath soak counts coconut milk, Epsom salts, hemp oil, and lavender oil among its relaxing ingredients. **\$3.50 per packet**, camillebeckman.com

—MARY BEMIS



AGING WELL

Simplify Your Skincare

TIPS FOR MAINTAINING BEAUTIFUL SKIN AT ANY AGE



Two of my 70-something friends have beautiful skin with minimal wrinkles. It must be because they both have great fitness routines and eat healthy, right? Not really. And while I cringe when I see other friends smoke and drink and carry on sunbathing, they still look fabulous in their 50's. As a longtime esthetician, I've come to accept that how one's skin ages isn't any more fair than the rest of life. But I also know that there are quick and easy steps that help everyone slow down wrinkles and other aging concerns, such as hyperpigmentation (dark pigment/spots). For those of you who do not have enough products to set up test-lab experiments in your bathroom like I do, here are my go-to answers.

Taking Care of Your Skin Starts with the Usual Healthy Habits: Nutrition, Exercise, and Self-Care

- 1.** If you are feeding your skin nutritious foods and getting enough exercise, the road to preserving radiant skin is easier. Our skin's appearance reflects our overall health and happiness.
- 2.** We all know we need to protect our skin from the sun. No amount of miracle cream can truly reverse sun damage. Sunscreen, hats, and protective clothing are necessary.
- 3.** I always recommend treating skin gently. Tugging and rubbing is not recommended. Avoid irritants that make your skin red or reactive—this ages it. When cleansing, put down the scrubby brush and use a washcloth instead. (Yes, some medical esthetic treatments work by purposely damaging the skin to stimulate collagen and elastin, but that is another story—do not try that at home!)

- 4.** A regular facial from a well-trained esthetician can keep skin in shape. Estheticians can also help you choose customized products so you are not wasting money on guessing what you need, hence the expensive drawer full of cast-offs. A facial is also relaxing, and remember that stress is a big part of aging. Skin maintenance is a smart addition to your healthy habits that goes beyond just looking good.

Your Ideal Beauty Routine in 5 Simple Steps

The five top recommended steps are cleansing, exfoliating, masking, moisturizing, and sunscreen. Cleanse, moisturize, and use sunscreen daily for optimal care. Exfoliate and mask once or twice a week. And, no, you cannot leave your makeup on overnight.

1. Cleanse with a milky or oil cleanser that also removes eye makeup.

Look for quality active ingredients (for example, antioxidants), but remember cleansers only stay on your skin a minute, so it's best to put your money into the moisturizer or serum that stays on your skin all day. Oil cleansers dissolve oils, so they work for all skin types, but need to be non-comedogenic and rinsed well with warm water.

2. Hydrate with a moisturizer or serum with concentrated active ingredients.

Look for antioxidants, hydrators, lipids, peptides, and alpha-hydroxy acids in your products.

These are the necessary ingredients that stimulate the skin's natural ability to rejuvenate cell growth, protect the cells, and support elastin and collagen. Serums are lighter and penetrate into the skin more effectively, but are not always enough to keep dry skin hydrated. Add a heavier moisturizer or sunscreen over serums as needed.

3. Use sunscreen.

A broad-spectrum sunscreen gives protection from both UVA and UVB rays. Physical sunscreens with zinc and titanium oxide are options if you want to avoid chemical sunscreens. Other ingredients in sunscreens (green tea and licorice root) may help protect skin from damage and pigmentation. Makeup with sunscreen is helpful but not enough coverage for direct exposure (gardening or beach). Reapply, reapply, reapply your sunscreen while exposed. If you are turning pink or tanning, those are future age spots and wrinkles—time to go inside!

4. Exfoliate twice a week.

Exfoliation is imperative to keeping skin smooth and beautiful. No other product or ingredient can work or penetrate through a buildup of excess skin cells or excess oil, so exfoliate with alpha-hydroxy acids or enzyme peels (such as pumpkin, papaya, pineapple). Gentle scrubs are also good, but not as effective. I keep my scrub in the shower and then

try and use a peel once a week before masking. Keep scrubs away from the eyes.

5. Mask once or twice a week.

Masks make a real visible difference in skin's appearance. Skin is firmer, hydrated, deep-cleansed, and glowing after a treatment mask. Pores appear smaller, and the overall surface is tighter. Clay, seaweed, and fruits are all effective masks. There is nothing more relaxing than soaking in a bath with detoxifying salts and essential oils while exfoliating and treating the skin with a mask. Your skin and body will feel healthy, rejuvenated, and radiant with these five simple habits.

Shelley Lotz has over 25 years of experience in the spa industry as an esthetician, educator, and entrepreneur. She is the author of *Green Spas and Salons: How to Make Your Business Truly Sustainable*, and a major contributing author of *Milady's Standard Esthetics Fundamentals*, a textbook for estheticians.

THE SUPERSTARS OF SKINCARE

5 Must-Have Ingredients

Wrinkles, lack of elasticity, dryness, rough texture, and pigmentation are the main concerns as skin ages. We want active ingredients to stimulate cellular metabolism, minimize wrinkles, hydrate and firm, and improve tone and texture. Antioxidants, retinol, peptides, alpha-hydroxy acids, and hydrators are the five best ingredients to look for in products. Most of these ingredients work because they support the skin's resiliency and natural components. Using quality products is necessary—it may cost more, but it's better than the alternative: fillers, water, and cheap synthetics that don't give you effective results. Avoid unhealthy ingredients like formaldehyde, hydroquinone, nanoparticles, parabens, petrochemicals, and phthalates.

1 Super-power Antioxidants: All antioxidants fight free radicals and aging. Antioxidants vitamins A or C (ascorbic acid) improve texture and skin tone. Retinol is a derivative of vitamin A and is still considered the best antiaging ingredient around, especially for supporting skin repair and giving visible results. Vitamin E (tocopherol) protects the skin from external damage. Grape-seed extract or green tea calms and protects skin. Alpha-lipoic acid and Coenzyme Q10 are also widely used antioxidants. Resveratrol is another antioxidant derived from red grapes—red wine, anyone?

2 Plump-me Hydrators: Hydrating ingredients are necessary for retaining water in the skin (for example, hyaluronic acid is a humectant that attracts water and plumps skin). Remember, dry skin lacks oil, and dehydrated skin lacks water—we need to balance both of these components for skin's optimal health. Oils, emollients, and hydrators keep skin from drying out. Natural hydrators include aloe vera, avocado, and honey.

3 Pro-oil Lipids: Skin becomes dryer as we age, so those of us with a dry skin type age faster than those with oily skin. Lipids are composed of ceramides, cholesterol, and fatty acids, a vital part of the skin's barrier and cellular function. Coconut, rose hip, jojoba, sunflower seed, and evening primrose are just a few of the nourishing face oils with lipids that help repair and protect the skin. Personally, I love to use oil on my thin, dry Irish skin—nothing else keeps it moisturized. Likewise, olive oil may be the key to that gorgeous Mediterranean skin.

4 Save-me Peptides: Proteins made from amino acids, peptides can strengthen skin health, stimulate cell metabolism, and help retain skin's firmness. Peptides, mainly synthetic and created in labs, are considered essential ingredients and come in many formulas and combinations.

5 Cell-stimulating Alpha-hydroxy Acids (AHA's): Glycolic acid is the strongest of the AHA's and is very effective in exfoliating the skin. You will see a noticeable difference in the skin—cell turnover is stimulated and skin is brighter, smoother, and softer. Natural sources include raw organic sugar, yogurt, milk, grapes, and lemon. Avoid sun exposure when using exfoliants and peels. —SHELLEY LOTZ



ULRIKE KLEIN

Pioneers of Green Beauty

BY MELINDA TASCHETTA-MILLANE

If it were not for the passion of the luminaries who have blazed the trails of the sustainability movement, “green” would not be the shade that it is today. These are the pioneers—a perfect blend of wise women, innovators, watchdogs, and indie trail-blazers—who have set the bar for future generations to come. These stories of dedication and determination serve as inspiration to everyone.

THE WISE WOMAN:

ULRIKE KLEIN, CO-FOUNDER, JURLIQUE

PROVENANCE

Ulrike Klein was born in a little German village, and spent her childhood submersed in nature. “Very early in life, I developed a deep love for and a connection to nature,” she shares. “This innate connection motivated me to expand my knowledge for plants and to study horticulture. I especially enjoyed excursions into different areas of Germany, exploring the connection between different environments and habitats of plants.”

Getting introduced to anthroposophy—the ancient wisdom of life force, applied in biodynamic farming—was an important stepping-stone in Ulrike’s life, ultimately leading to the founding of natural skin-care company Jurlique, in 1985. “Jurlique was grounded in the principles of biodynamic farming, herbal medicine, and the process of transformation,” she states.

CLAIM TO FAME

As a co-founder of Jurlique, Ulrike feels her purpose was to inspire people toward health and wellbeing. “It was about

starting a wave of awareness for natural ingredients, about educating our customers to be discerning, and about connecting them to the healing energy of nature, the rhythm of nature, the seasons; about beauty from within, being radiant, confident and self-acceptant and self-loving,” she says.

WHAT MATTERS MOST

“To live every day as the most precious, beautiful day of my life,” is what truly matters to Ulrike, adding that life is also about “having meaningful relationships; to be connected to nature and to live with the seasons.” It’s about being passionate, aware, alive, active, and free.

BEST THING TO HAPPEN IN GREEN

“Bio has become mainstream—it is no longer exclusive, but is accessible,” she relates, stating that bio goods can now be found alongside other, more common staples at supermarkets. “There is a non-dogmatic awareness, an offering of seasonal and local produce along with bio products.” She acknowledges that governance around labeling and claims of bio in farming and products—as well as awareness and education—has come a long way, but stresses that “there is still a long way to go when it comes to subsidies for conventional farmers in most parts of the world.”

WORDS TO LIVE BY

Ulrike truly believes that life is the most precious gift we have. Her life focuses on “awareness, awe, gratitude, wholeness, connectedness, embracing the paradox of life, living in the present, and embracing my humanity.”

THE HEART:

KIRAN STORDALEN, CO-OWNER,
INTELLIGENT NUTRIENTS

PROVENANCE

For more than 20 years, personal life and business life were one and the same for Intelligent Nutrients (IN) co-founder Kiran Stordalen, who is the widow of the legendary Horst Rechelbacher, founder of the Aveda Corporation and Intelligent Nutrients. “My life was centered on the relationship between beauty, excellence, wellness, and to do the best we possibly can from an environmental and social responsibility perspective,” she shares. “I was fortunate to connect with Horst many years ago, and we shared a commitment and appreciation of those values. At Aveda, I had the opportunity to work my way up the corporate ladder in a dynamic, entrepreneurial driven company with a big vision and an even bigger personality—Horst.” Kiran went from copywriter to product development to brand manager

and everything in-between, to her final role serving as vice president of marketing and creative.

Stordalen explains that Intelligent Nutrients, which she continues to lead alongside partner and co-owner Nicole Rechelbacher, was launched during the couple’s Aveda years. “Aveda was about outer beauty, Intelligent Nutrients was intended to take it one step further—working from the inside out primarily through supplements,” she says. “Horst chose not to sell IN along with Aveda to Estée Lauder, he felt that the premise and promise of IN was the future.”

CLAIM TO FAME

Kiran takes great pride in her accomplishments. “I began my career at Aveda as a model, appearing in media and salons worldwide,” she shares. “But for me, more importantly, I was the woman behind the scenes at Aveda translating vision and developing a mission-centric brand alongside Horst. He was my partner in business and life for many years and we weathered every entrepreneurial trial and tribulation imaginable. I am proud of much of what was created and the talented individuals who helped make it happen. Now, I’m most energized about the opportunities that lie ahead, coalescing my past with the present to inspire — as brand leader, spokesperson, and advocate for safe, pure non-toxic products.”

The H.M.R. Foundation, of which Kiran is a trustee, is dedicated to supporting environmental practices that



KIRAN STORDALEN AND
HORST RECHELBACHER

restore natural surroundings and create healthy ecosystems. “Most recently we partnered with the University of Minnesota’s Bee Squad to develop a pollinator sanctuary in Osceola, Wisconsin—my former home—to study, educate, and sustain pollinators that are diminishing at an alarming rate,” she says. “Bees are the canary in the coal mine and they are our superstars.”

WHAT MATTERS MOST

What matters most to Kiran is “our relationship to ourselves and the world around us. Respect yourself, body and mind, and in turn, respect the wild world around us—plants and animals. They make life beautiful. We’re deeply connected—wildlife, plant life, and people.” She believes we need to do whatever it takes to preserve it: think global, act local; buy green; walk, bike, dance to work. “Do it silently or broadcast it on social media—it all matters.”

BEST THING TO HAPPEN IN GREEN

Accountability, says Kiran, is the best thing to happen in green, adding that we still has a long way to go. “It only takes a few drops of an ingredient to put the word ‘natural’ or ‘organic’ on a product label,” she cautions. “People want green, they want to feel as if they are making the right choices—we see it every day. They want authenticity and transparency—so we only use third-party certifications to ensure our own ingredient integrity. We’re at the beginning of a paradigm shift for green beauty where customers are really starting to think about what they are applying to themselves and they are savvy.” She adds that IN is encouraging *all* beauty brands to list ingredients for everyone’s sake.

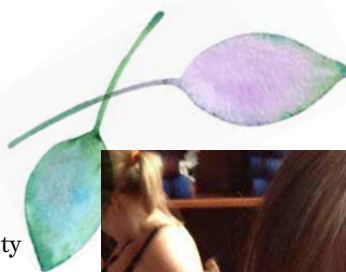
WORDS TO LIVE BY

Kiran shared two beautiful quotes that she lives by: “Everything we put in and on our bodies should be nutritious and safe,” and “Accept yourself, be kind, try to do some good in the world—and enjoy the ride.”

THE WATCHDOG: STACY MALKAN, CO-FOUNDER, CAMPAIGN FOR SAFE COSMETICS

PROVENANCE

Stacy Malkan, co-founder of Campaign for Safe Cosmetics and author of *Not Just a Pretty Face: The Ugly Side of the Beauty Industry* grew up in a blue-collar town north of Boston. She explains that it was near the state’s largest waste incinerator and an oil refinery, “but nobody talked much about pollution back then.” After college, she worked as a reporter for many years, and then for an environmental health organization. “I worked with leading researchers to



STACY MALKAN

“We got formaldehyde out of Johnson’s Baby Shampoo, for example. It makes me happy to know that fewer babies are exposed to a cancer-causing agent that certainly did not need to be in those products.”

—STACY MALKAN

understand and communicate about the emerging science that is linking chemical pollution in our air, water, and household products—from plastic and furniture, to cosmetics and food—to chronic diseases and health problems that were rampant in my community and across the country.” Stacy stresses that she has always been a reporter, and sees it as her role to help bring this information to people in ways they can use to make better choices.

CLAIM TO FAME

Stacy is most proud of co-founding the Campaign for Safe Cosmetics and helping to lead the efforts to some of the largest corporations to remove cancer-causing chemicals and reproductive toxicants from baby products and other personal-care products. “We got formaldehyde out of Johnson’s Baby Shampoo, for example,” she says. “It makes me happy to know that fewer babies are exposed to a cancer-causing agent that certainly did not need to be in those products.” Her book tells the inside story of how a small group of breast cancer activists and environmental health researchers were

able to move a multi-billion-dollar industry to make safer products.

WHAT MATTERS MOST

Giving young people the best possible chance to live their healthiest life to their highest potential is what matters most to her. “As a mom of a two-year-old, I think about this all the time,” she says. “I want all children to have the same opportunities.”

BEST THING TO HAPPEN IN GREEN

Stacy feels this is the rising consciousness of consumers and dramatic changes in the way people are deciding what to buy. “More and more women (who buy most of the food and consumer products) and young people want clean, pure, healthy food and safer products,” she relates. “They want to avoid pesticides and unnecessary toxic exposures. They want to know where their food and products are coming from, what’s in them, and how they are made. The companies that do well in the future will be the ones that embrace this—rather than resisting it—by cleaning up their products and being fully transparent in giving consumers the information they want.”

WORDS TO LIVE BY

Stacy shares this strong message: “We create the world we want to live in through the choices we make every single day about how we spend our money and our lives.”

THE INDIE PRINCESS:

CHASE POLAN, FOUNDER, KYPRIS

PROVENANCE

Chase Polan, founder of Kypris, says she just “kind of fell” into the green movement. “I am a feminist, a nature lover, and a coal miner’s daughter whose family were farmers, among other things,” she says. “I also grew up at the beach and among mountains and forests. It is impossible to be a feminist without considering one’s relationship to nature and the seemingly ubiquitous eco-grief that affects us all.”

CLAIM TO FAME

Chase’s hallmark is her brand, Kypris. “I am most proud of how Kypris challenges the average concept of sustainability,” she relates. “I think when most people think about ‘green’ or ‘sustainable’ they associate it with ‘less’ or ‘deprivation,’ when really it is about doing things more ethically and smarter.”

CHASE POLAN



WHAT MATTERS MOST

“Kindness, truth, beauty, integrity, pleasure, how well I love, and the positive impact Kypris has as a company and that I have personally is what matters most to me,” says Chase.

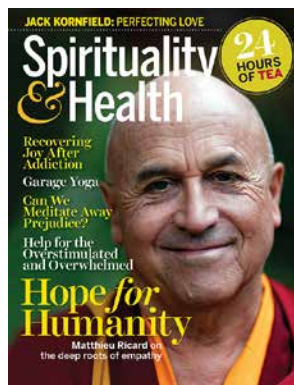
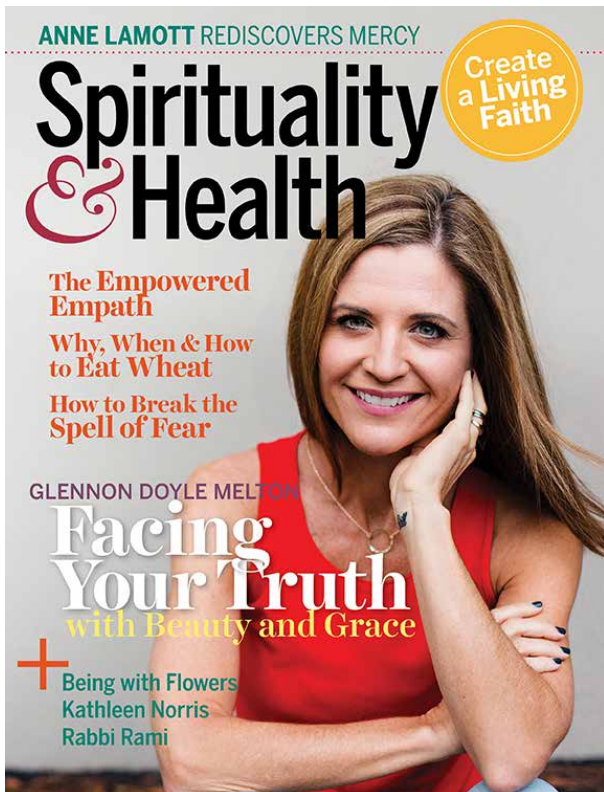
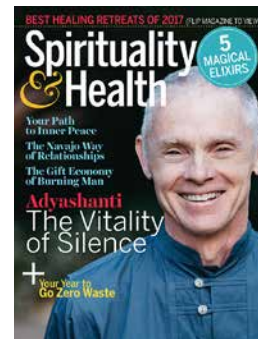
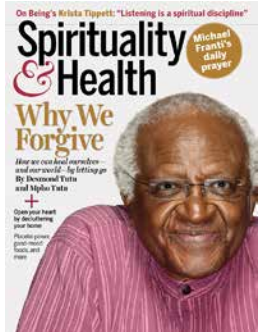
BEST THING TO HAPPEN IN GREEN

Without a doubt, Chase enthusiastically feels it is “how mainstream it’s becoming!”

WORDS TO LIVE BY:

Chase shares a favorite quote by the late Anita Roddick, human rights activist, environmental campaigner, and founder of The Body Shop: “If you think you’re too small to have an impact, try going to bed with a mosquito!”

Melinda Taschetta-Millane, the former editor in chief of *Skin Inc.* magazine, has specialized in the professional skin-care industry for 20 years. She is a contributing writer at [InsidersGuideto.com](https://www.insidersguideto.com).



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