

Fall Beauty Trends  
Autumn Harvest  
Healthy Feet

# beauty



## Heaven Scent

Natural fragrances aren't just healthier for you, they also promote well-being

by Celia Shatzman

A former self-described “fragrance junkie,” Wendi S. Berger had spent her career at fashion and beauty magazines. “But when I was pregnant and read up on the chemicals in fragrances, I stopped wearing them,” she recalls. “We are bombarded with chemicals on a daily basis. If we can find great alternatives to cut some out of our lives, why not?” That led Berger to found the all-natural Pour le Monde Parfums.

As people are living healthier lifestyles, they're becoming more aware that what they

put on their skin is just as important as what they eat. “Our skin is our largest organ, so we want to feed our skin with ingredients found in nature, not in a chemical laboratory,” says Chanté Floreani, founder of Root Down Botanicals. “Also, natural fragrances provide therapeutic benefits that synthetic fragrances do not. Essential oils have been shown to promote health and well-being by reducing stress, improving mood and increasing mental focus.”

That explains the boom in the natural →

perfume industry. As the options have grown, natural perfumes have become more sophisticated—and accessible—as well. “Natural perfumers have always made complex perfumes with thousands of oils in any given formula,” says Nannette Pallrand, owner of Nature Girl and Rich Hippie. “Now we have more boutiques and places where one can buy this type of product.”

Unlike traditional perfumes, natural ones don’t come with health risks. “Natural fragrances are derived from real plants, flowers, barks, roots and leaves,” says Brian Paulsen, president and co-founder of Rare Earth Naturals. “They contain the life-force energy of the plants and have verifiable, scientifically proven benefits. In contrast, 95 percent of synthetic fragrances are made



from petrochemicals. Of the thousands of these synthetic fragrance chemicals, fewer than 300 have ever been tested for safety on humans, and certainly not in the combinations that manufacturers are using in fragrance and perfumes.”

Paulsen explains that perfume and fragrance chemical manufacturers aren’t subject to strict FDA regulations, so they don’t have to disclose these chemicals to consumers. Many synthetic fragrances contain neurotoxins, which are toxic to the brain, as well as phthalates that damage the endocrine system. Some traditional ingredients are also linked to allergies and cancer, and can cause watery eyes, skin irritations and other consequences. Phthalates, which are also commonly used in nail

polish, are a glue-like substance that makes the scent stick to you. While natural perfumes don’t have the same staying power, that’s a good thing. “Since our perfumes are composed of fresh and organic ingredients, they go through a natural life cycle, which can be lengthened by applying to your pulse points, on well hydrated skin and combining with other perfumes that contain more base notes,” says Annie Morton, co-founder of Tsi-La Organics.

“Perfumes that are all-natural and free of synthetic chemicals need to be applied several times each day,” says Morton. “By using our products throughout the day, you’ll get the most benefit from the essential oils and experience a positive subtle shift in your vital energy and state of mind.” You can also extend the wear of natural perfume by spraying it in your hair or a scarf.

Another perk of natural fragrances is that they smell differently on everyone. “Natural perfumes react with each person’s body chemistry so you don’t smell like everyone else,” says Sherri Jobelius, co-founder Rare Earth Naturals. “You kind of have your own signature scent. This isn’t true of synthetic perfumes, which pretty much smell the same from person to person, no matter who wears it. Natural perfumes allow you to really be an individual and stand out from the crowd.”



## Scent-sational

Get the most out of your natural fragrance by choosing one that fits your needs

For relaxing...

**Evening: Relax & Unwind by Root Down Botanicals**  
The sweet, spicy floral of ylang-ylang soothes the body, while bergamot adds a dash of citrus. \$33; [rootdownbotanical.com](http://rootdownbotanical.com)

For a little romance...

**Lilura by Rare Earth Naturals**  
A sensuous perfume with three predominant notes: jasmine sambac, sandalwood and davana. The latter is an oil from davana flowers that has been used for centuries in India for fertility ceremonies. \$21; [rareearthnaturals.com](http://rareearthnaturals.com)

For an energy boost...

**Empower by Pour le Monde**  
The unisex citrus invigorates with its top notes of crisp lemon, Persian lime, Italian bergamot, Brazilian orange and Florida grapefruit. \$95; [pourlemondeparfums.com](http://pourlemondeparfums.com)

For a mood lift...

**Kalachakra by Rich Hippie**  
An organic blend of Bulgarian white Alba rose, Egyptian rose, Turkish rose, Indian jasmine and Tunisian orange blossom creates a rich, sweet scent. \$235; [rich-hippie.com](http://rich-hippie.com)

For balance...

**Silky Rose by Acorelle**  
Essential oils of geranium and rose help harmonize the body and give a boost in self-confidence and enthusiasm. \$55; [baudelairesoaps.com](http://baudelairesoaps.com)

For restoration...

**Peloponnesian by Strange Invisible Perfumes**  
Notes of mountain sage honey, Aegean sea air, hydro-distilled lime, orange, orange flower, botanical musk and cypress conjure up the ancient scents of the Peloponnesos in southern Greece. \$285; [siperfumes.com](http://siperfumes.com)

For an autumnal scent...

**Kesu by Tsi-La Organics**  
The combination of warm amber, Egyptian jasmine, davana, exotic spices and fresh lime is perfect for fall. \$44; [tsilaorganics.com](http://tsilaorganics.com)

For well-being...

**Blue Violet by VERED organic botanicals**  
“Perfumes can contain up to 5,000 chemicals that women spray on their pulse points and chest area, which go into the bloodstream and cause a lot of health and hormone imbalance,” says master esthetician and gifted herbalist Vered Back. “So it was very important to me to create an organic perfume that will not harm anyone but will actually benefit them physically, mentally and spiritually.”

Made with 100 percent organic ethically sourced and wild-crafted therapeutic essential oils, Blue Violet, the soft, sexy, heart-healing new perfume from Vered Back—with notes of woody green floral, violet and a touch of yuzu, a known stress reliever—is totally unique, utterly feminine and absolutely irresistible. [veredbotanicals.com](http://veredbotanicals.com) —Rona Berg



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