

FRESH **FACE**

Reveal your natural beauty with these four eco-friendly beauty and skincare lines

By Celia Shatzman for USA TODAY

They say beauty is only skin deep, but the products we use on our skin are absorbed into our bodies. When you buy natural and ethically produced lines, your body—and the planet—will thank you.

BURT'S BEES

> **Beauty bio:** It all started in 1984 in Maine when co-founder Roxanne Quimby made a candle from beekeeper Burt Shavitz's leftover beeswax. Since then, their business has expanded into 19 countries. Though the pair is no longer at the helm, Burt's Bees still uses raw materials locally sourced from community-based projects around the world.

> **Eco endeavors:** Burt's Bees boasts quite the eco rap sheet: the company has composted over 300 tons of material, purchased 185,000 acres of Maine forest for conservation, saves 750,000 gallons of water annually by reusing water in the manufacturing process, and logged over 6,000 hours of community service by employees in just one year. It has a strict no animal-testing policy, uses all-natural ingredients to guarantee products are free of parabens, and carefully chooses packaging. By 2020, Burt's Bees aims to become a zero landfill waste company run on 100 percent renewable energy.

> **Best buys:** The original Beeswax Lip Balm (\$3) is still flying off shelves. The Natural Acne Solutions line (ranging from \$10-18 per product or \$38 for the regimen) is dermatologist-tested and non-comedogenic, and brings clear and smooth skin without synthetics. Find Burt's Bees products at national grocery, drug, and mass retailers and at BurtsBees.com.

YES TO

> **Beauty bio:** Organic fruits, veggies, and a special mineral elixir from the Dead Sea are the source of the Yes

To line, which includes five collections: Yes To Carrots, Yes To Tomatoes, Yes To Cucumbers, Yes To Baby Carrots, and Yes To Blueberries. Founded in 2006, Yes To naturally nourishes and hydrates hair and skin with ingredients sourced from all over the globe.

> **Eco endeavors:** A portion of Yes To proceeds goes to the Yes To Seed Fund, a nonprofit that helps kids lead healthier lifestyles. The organization shows kids fun ways to connect with nature and gives grants to schools and communities to build gardens, teach about organic food sources, promote good nutrition, and create mentorship programs with organic restaurants and other community leaders. To reduce its carbon footprint, Yes To moved all production from abroad to the U.S., and all packaging is recyclable.

> **Best buys:** Yes To Carrots Body Butter (\$12.99) is a top-selling staple, thanks to its blend of ingredients including carrot seed oil and carrot juice. Carrots are the best source of beta carotene, which is packed with antioxidants and anti-aging properties. Among other popular products are the Yes To Cucumbers Natural Glow Facial Towelettes (\$5.99 for 30 wipes). Completely biodegradable, the cloth removes dirt, sweat, and makeup while giving skin a dose of vitamins and minerals. Available at drugstores, you can



also visit YesToCarrots.com for the complete line of affordable products, starting at \$3.69.

LUSH

> **Beauty Bio:** Sixteen years after founder Mark Constantine opened the first Lush store in Poole, England in 1995, there are now over 700 shops in 44 countries. All of the handcrafted products are made from fresh ingredients sourced from around the globe. Lush's buyers have traveled to Ghana, Morocco, Papua New Guinea, Vancouver, Costa Rica, and the Colorado Rockies in search of the finest ethical and sustainable ingredients, where they meet with the growers, producers, and workers to ensure good working conditions and green practices.

> **Eco endeavors:** Lush has created limited edition products and given the proceeds to direct action groups and charities; petitions are signed in stores and on the website. Products are never tested on animals and they're 100 percent vegetarian—plus 81 percent are vegan and 69 percent are free of preservatives. The company's carbon footprint is smaller because everything is made by hand, so there are fewer machines releasing emissions. The products are minimally packaged with recycled materials. The in-store recycling program rewards customers with a free Fresh Mask if they bring back any five tubs.



> Lush's Buffy Body Butter (paraben-free)

Did you know? Parabens are the most widely used preservatives in makeup, moisturizers, and hair products and prevent microbial growth. They are controversial because they have been found to have estrogen-like properties and have been detected in breast cancer tumors. In December, Denmark was the first country to ban parabens in products for children under three. Though the FDA has not deemed them a health hazard, many manufacturers have gone paraben-free to meet consumer demand.



> Peter Lamas' Chinese Herbs Regenerating System

> **Best buys:** The Dream Cream Hand & Body Lotion (\$24.95) has delivered soft skin all over the globe with rose water, lavender, chamomile, olive oil, and oats, used on skin since Celtic times. Stimulate and exfoliate skin with the Ocean Salt Facial and Body Scrub (\$19.95 for 4.2 oz; \$34.95 for 8.8 oz). Made with a mix of coarse and fine sea salts to remove dead skin cells, the cream-based scrub contains avocado butter, seaweed, violet leaf, and cocoa butter, plus fresh lime juice to counteract excess oil, grapefruit to work as a tonic, and salt granules made of healthy minerals. Check them out at LushUSA.com.

PETER LAMAS

> **Beauty bio:** Peter Lamas' career began at Vidal Sassoon, where he trained under Paul Mitchell. As Lamas launched his own line of cosmetics, skin, and hair products, he became aware of the carcinogens that many products contain and the impact they can have on people's long-term health. His eponymous line is dedicated to creating effective, chemical-free products.

> **Eco endeavors:** Lamas has a passion for teaching consumers about the beauty industry and has even penned books on the topic. His line is 100 percent vegan, bans animal testing, and does not use animal by-products. Sticking to natural, certified-organic ingredients results in a decreased impact on the Earth. The company also supports nonprofits that benefit women's causes and the environment, as well as the American Cancer Society.

> **Best buys:** Bestsellers include the Chinese Herbs Stimulating Shampoo (\$22) and the Chinese Herbs Regenerating Scalp Serum (\$45), part of the five-step Chinese Herbs Regenerating System that helps healthy hair growth. The Naturals Haircare Collection's Soy Hydrating Shampoo (\$18) and Conditioner (\$18) strengthen and moisturize chemically-treated, dry, or damaged hair with a blend of soy proteins and baobab oil. Peter Lamas products are available at select Whole Foods Markets, specialty beauty boutiques, and natural health stores and at PeterLamas.com.