

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

