

# COMING



# CLEAN

With women more aware than ever about what goes onto their skin, Sally Hunwick asks the experts for their best tips on cleaning up your beauty routine

## LOOK OUT FOR THESE INGREDIENTS

"Women are much more aware of what they are putting on and in their bodies," says Indie Lee, founder of Indie Lee & Co., which recently launched in Sephora. "Some of the ingredients we choose to avoid using in our products are parabens, sulfates, aluminium, phthalates, BHA and BHT."

## YOU DON'T HAVE TO SACRIFICE EFFICIENCY

If you're in doubt of whether clean stacks up with regular products in terms of efficacy, you can stop worrying. "Natural ingredients are packed with vitamins, minerals, nutrients, antioxidants, fatty acids and even anti-inflammatory benefits," says Cathy Galileos, head trainer at Sukin. "We need to debunk the myth that natural products aren't as effective as synthetics."

## TAKE IT ONE PRODUCT AT A TIME.

"I always tell people to ease in slowly," says Lee. "Start by introducing clean products when you run out of a conventional one. This way, you won't break the bank and it will be a much easier transition."

**1 & 6 MUKTI** Deep Cleanse Antioxidant Masque, \$79.95.  
**2 KORA ORGANICS** Noni Glow Sleeping Mask, \$59.95. **3 VOTARY** Super Seed Facial Oil, \$140.  
**4 SODASHI** Body Brilliance Cream, \$104.50. **5 SUKIN** Coffee & Coconut Exfoliating Masque, \$16.99.  
**7 YOUTH TO THE PEOPLE** Adaptogen Deep Moisture Cream, \$87. **8 BYBI BEAUTY** Smoothe & Soothe, \$38.

## WE CAN THANK THE INTERNET

Our social feeds have had a big effect on how we talk about beauty. "Consumers are now able to make their own decisions about what they want to use on their skin," says Arabella Preston, co-founder of British clean beauty brand Votary. "It's crazy to think that as little as five years ago, some brands still weren't publishing full ingredients lists on their websites or packaging."

## NO FILLERS = MORE ACTIVES

"On the whole, natural products are lower in 'filler' ingredients, such as water, and contain a higher percentage of actives," says Dominika Minarovic, co-founder of BYBI Beauty. "Natural ingredients can provide a wide range of compounds, such as vitamins and minerals, from a single extract. These have the ability to transform the skin in more ways than one."

## FOLLOW A-LISTERS' LEAD

Regular sessions in the make-up chair mean celebrities are often keen to switch to something cleaner. Case in point: Gwyneth Paltrow is a fan of Californian organic juice-based range Juice Beauty, one of the first clean beauty brands. "Celebrities love that our organic formulations perform as well as conventional beauty products," says founder Karen Behnke.

## CLEAN HAIRCARE HAS COME A LONG WAY

It's now able to measure (and lather) up with conventional haircare. "[It's] made with plant oils and herb extracts they are nourishing for the hair and scalp," says Simon Bright, founder of vegan clean brand Jonny+June. "They are also environmentally friendly, as they use biodegradable materials."

"THE WELLNESS BOOM HAS ENCOURAGED PEOPLE TO TAKE A LOOK AT THEIR LIFESTYLE AND ASK, 'AM I LIVING MY HEALTHIEST LIFE?' CLEAN BEAUTY DEFINITELY FALLS WITHIN THAT. [IT'S] NOT A FAD OR A TREND – IT REALLY IS THE NEW STANDARD"

*Indie Lee, founder of Indie Lee & Co.*

## ADOPT AN OIL

"A 100 per cent natural oil is about as 'clean' as you can get," says Preston, who has formulated the Votary Super Seed Facial Oil with 22 different seed oils. "There is no need for harsh preservatives, and they protect its natural barrier."

## MAKING THE SWITCH

Consider these changes for a seamless route to clean beauty.

### Think about surface area.

"Start with products that you use every day and that cover the largest surface areas of your body, such as a body lotion," advises Mukti, founder of Mukti Organic Skincare.

### Go for your every day

"Try switching a product you use daily, starting with leave-on products, rather than wash off," says Minarovic, who suggests starting with a serum. "It's easy to incorporate into your routine."

### Consider absorbency

"Products that are applied where you have hair follicles and sweat glands, such as deodorants and hair products, can more easily and readily penetrate the skin," explains Mukti.

### Location, location

"[Consider switching] any products that you inhale and ingest, such as lipsticks and perfumes," advises Mukti.

"BEAUTY DESTINATIONS SUCH AS SEPHORA NOW HAVE DEDICATED CLEAN-BEAUTY SECTIONS"

*Elsie Rutterford, co-founder of BYBI Beauty*

## MAKE SURE YOUR CLEAN BEAUTY HAS THESE

When researching clean products, look for formulations dosed with hydrating and skin-protecting ingredients. "Essential, natural hydrating ingredients such as hyaluronic acid, squalane and shea butter will keep your skin balanced and healthy, while antioxidants help to fend off environmental stressors that we're faced with on a daily basis," says Greg Gonzalez, who co-founded Californian clean brand Youth To The People with his business partner Joe Cloyes.

## FEELING IRRITATED?

The rise in skin irritations could be due to repeatedly layering on products with added fragrance, colouring or preservatives. "You may find fragrances, artificial colours, drying sulfates and other harsh ingredients [in conventional beauty products], which can throw your skin out of balance, leaving it dry, irritated, red or broken out," warns Cloyes.

## WATCH WHERE YOU SPRAY

"The formulas that we spray and slather do matter – not only to ourselves but also the environment," explains Mukti. "Perfumes [can] contain synthetic musks and phthalates, which help the fragrance adhere to your skin. We can't synthesise [these additives], which can accumulate in the environment. Also, the molecules are minuscule [so they] can be inhaled and ingested."

"CONSCIOUS CONSUMERS ARE RECOGNISING THE IMPLICATIONS OF WHO AND WHAT THEIR PURCHASES SUPPORT, AND WHO THEY MARGINALISE. PRODUCTS SHOULD BE CRUELTY FREE, NOT CONTAIN HARMFUL CHEMICALS, AND SHOULD ENHANCE PEOPLE'S LIVES"

*Mukti, Mukti Organic Skincare*

1



2



5

1 INDIE LEE Daily Vitamin Infusion, \$119. 2 SUKIN Rosehip Rich Moisture Facial Masque, \$16.95. 3 JUICE BEAUTY Stem Cellular Exfoliating Peel Spray, \$80. 4 JONNY + JUNE Ocean spray, \$29.95. 5 BITE BEAUTY Amuse Bouche Liquified Lipstick in Flambe, \$37.

4

