

# Going Green

written by Cheryl Fenton

As it turns out, it's easy being green. Eco-chic has changed the cars we drive, the clothes we wear and, now, the cosmetics and skin-care products we use. Skin-care lines have made a move toward simplicity as well. By sidestepping potentially damaging chemicals and pesticides, these new products allow us to care for our skin while caring for our planet.



## WHAT IS "GOING GREEN"?

Seek inspiration from that most beautiful of women: Mother Nature. Indulge in creams, soaps and lotions made with organically grown ingredients.

"Green means using the best of nature while doing what's best for the planet and what's best for the consumer," says Jenny Belknap, vice president of global marketing for Origins Organics, the newest product line from Origins. "Companies are trying to make a positive impact on the environment, and every little bit all of us can do will improve the future of our world." Companies that choose to go green may show their commitment by pursuing a seal of approval from the Organic Trade Association or ECOCERT.

Certified or not, some companies have decided that a product isn't green unless its packaging is too. Launched in 2006, Pangea Organics uses packaging that can be planted, with herbs as the end result. Josie Maran cosmetics come in containers made from biodegradable plastic, recycled aluminum or glass, and they're packaged in boxes of recycled paper printed with soy inks. And for every purchase made from Smashbox Cosmetics' Green Room collection, the organization Trees for the Future plants a Moringa tree in a developing country.

According to the Natural Marketing Institute, the natural/organic personal-care market grew 22 percent in 2006. But today's

green doesn't mean what it used to. These days, being pretty special can still mean being pretty. Luxury skin-care lines are no longer compromised by the presence of organic elements, according to Stella McCartney, founder of Care by Stella McCartney, a line of high-end organic products launched in early 2007.

"We're at the start of a new century now and not just living on the leftovers of a tree-hugging society," she says. "People expect luxury from their organic products."

## WHY GO GREEN?

Going green isn't only good for our future, it's good for our present, benefiting our bodies today. Plant-based products often feature antioxidant, anti-inflammatory and moisturizing ingredients that boast an effectiveness which man-made products sometimes lack. And we are what we wear on our skin, so why not make it as natural as possible?

"The skin is our largest organ. It absorbs over 80 percent of what we put on it," warns Joshua Onysko, founder of Pangea Organics. "If you're using products good enough to eat, then you're feeding your skin and body. If not, then you're filling them with toxins."

Whatever the reason, the time to make the decision is now. "I'm of the opinion that we need to think ahead," says McCartney. "To think about what's going to happen to our bodies and to our planet in 20 years and start taking responsibility."



ORGANICALLY GROWN... AND GROWING

A growing list of companies have committed to using organic ingredients. Here are a few:

**Care by Stella McCartney**  
visit [stellamccartneycare.com](http://stellamccartneycare.com)



**derma e, Organic Expressions**  
visit [dermae.com](http://dermae.com)



**Hamadi Luxury Hair Care**  
visit [hamadibeauty.com](http://hamadibeauty.com)



**Josie Maran Cosmetics**  
visit [josiemarancosmetics.com](http://josiemarancosmetics.com)



**Juice Beauty**  
visit [juicebeauty.com](http://juicebeauty.com)



**Origins Organics**  
visit [origins.com](http://origins.com)



**Pangea Organics**  
visit [pangeaorganics.com](http://pangeaorganics.com)



**Physicians Formula, Organic wear**  
visit [physiciansformula.com](http://physiciansformula.com)

