



Conscious BEAUTY

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The use of natural – or, safe – beauty products has become *more popular* as people are becoming more aware of *THEIR BENEFITS* and impact on our health. *Being health conscious* and mindful of what we consume and use cosmetically has gained importance over the last *few decades*. This goes beyond thinking about what we put in our bodies and extends to what *we put on our skin*.

By **Mayillah Ezekiel**

HERBIVORE
 PHOENIX FACIAL
 REGENERATING FACIAL
 OIL (\$90).



ODACITÉ
 GREEN TEA
 LEMONGRASS SERUM
 CONCENTRATE (\$49).



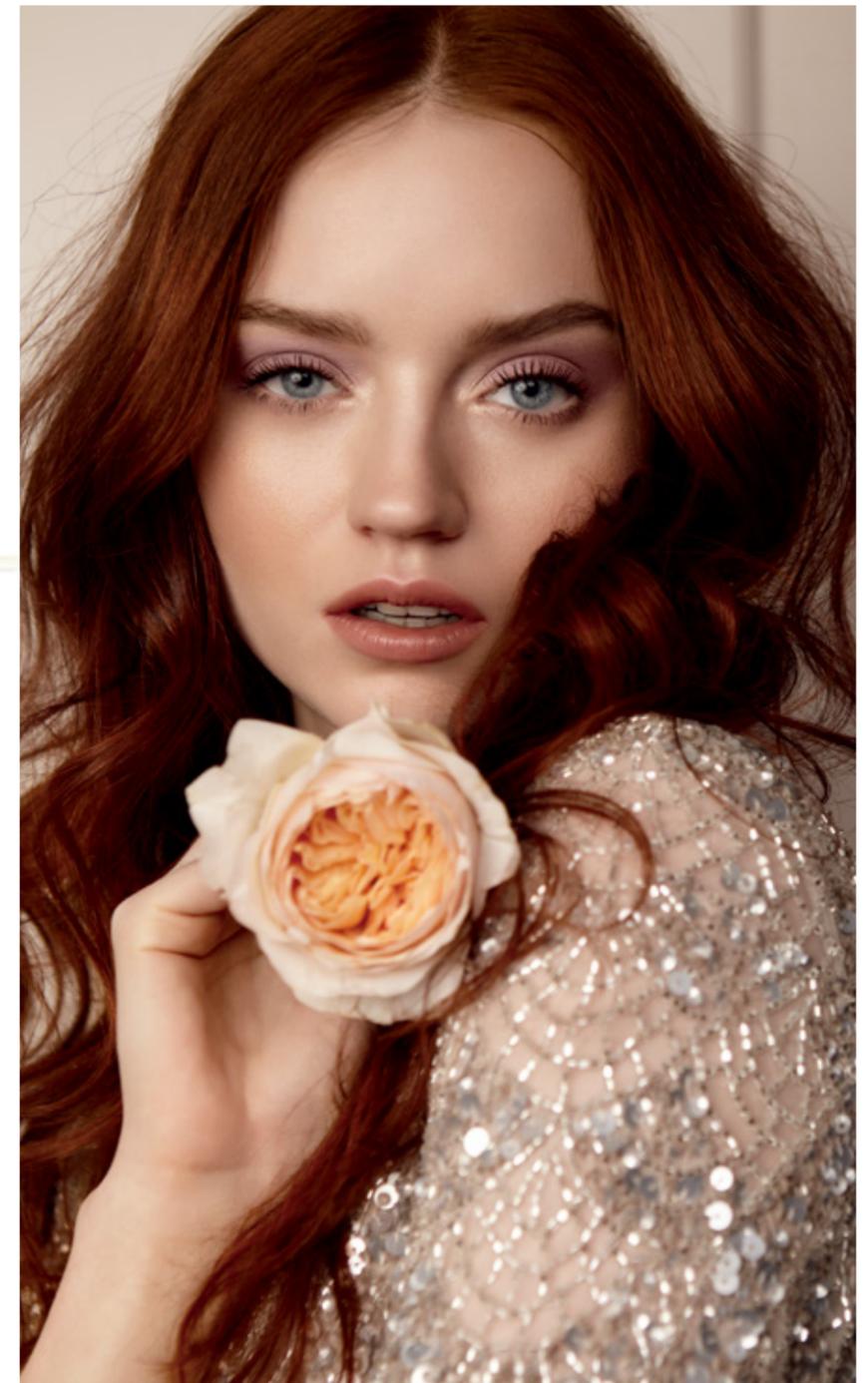
ODACITÉ
 ROSE + NEROLI HYDRA-VITALIZING
 TREATMENT MIST (\$49).



The use of natural – including safe, organic, cruelty-free products – could be the best beauty has to offer for our health, as our skin is our largest organ and absorbs almost everything you put onto it. While beauty and health have been age-old quests, in modern times, our beauty solutions are not always the healthiest because we use so many products with so many ingredients. The average woman uses twelve products daily (men use six), with more than of 168 ingredients (85 for men) total.

Why make the transition?

Our skin acts more like a sponge than a barrier, therefore it absorbs over 130 chemicals we're exposed to. Over 800 toxic ingredients are regularly found in body care products – over 700 of them cause acute toxic effects and over 300 of these ingredients can cause developmental abnormalities in children born to pregnant women using these products. Some of these chemicals can be absorbed into our bodies and brains three times faster than water.



This page: Dress **THEIA COUTURE**. Eyes: Eyeshadow **BITE BEAUTY Multistick in Gelato** (\$28). Lips: Lipstick **BEAUTYCOUNTER Sheer Lipstick in Twig** (\$38). **Opposite page:** Jumpsuit **KEEPSAKE THE LABEL**. Bracelet **ALDO**. Skin: Blush **BITE BEAUTY Multistick in Cerise** (\$28). Eyes: Eyeshadow **BITE BEAUTY Multistick in Cerise** (\$28), **BEAUTYCOUNTER Desert Sunrise Palette** (\$75). Lips: Lipstick **BITE BEAUTY Multistick in Cerise** (\$28).



HOURGLASS
GIRL LIP STYLO IN
ACTIVIST (\$40).

BITE BEAUTY
MULTISTICK IN
PAPAYA (\$28).

AGAVE LIP
SCRUB (\$20).

How to make the transition

Education is key. Beware of terms used by the brands. Read the labels and know harmful ingredients to be mindful of. The word “Natural” doesn’t actually have a real definition when it comes to beauty. It can be used by manufacturers if only 1% of the substance is natural: for example, a few drops of lavender oil— regardless of what else is in it. “Nontoxic” can mean that up to 1/2 of the animals tested in a lab died within 2 weeks. Shampoos that state “no more tears” may have added anaesthetics to prevent subjects from feeling the burn. Companies are allowed to leave certain ingredients off of the packaging if they are considered “trade secrets”, which means just because it’s not on the label doesn’t mean it’s not in the product.

Benefits

Ingredients for natural beauty products farmed and manufactured organically create fewer chemicals that end up in the air and water and avoid having a negative environmental impact. Avoid skin reactions and side effects -immediately and over time- by cutting out chemicals, artificial colours, and fillers from your beauty routine as they often cause redness, irritation, allergies, and breakouts. Whether you are planning on getting pregnant, you just got diagnosed with a condition or you are simply trying to live a healthier life, your skin needs to be nourished the same way that we mindfully nourish our bodies. It is not the easiest transition to make but by simply limiting the amount of toxins your body is exposed to, you’ll see a difference in your health and in your appearance. Here are some fabulous health conscious brands and products to help you make the transition and achieve your desired beauty look this spring.



HERBIVORE
MOON FRUIT
SUPERFRUIT NIGHT
TREATMENT (\$70).

BELIF
EUCALYPTUS
HERBAL EXTRACT
TONER (\$34).

ÉMINENCE
APRICOT BODY OIL (\$29).

This page: Dress **KEEPSAKE THE LABEL**. Eyes: Eyeshadow **BITE BEAUTY** Multistick in Cerise (\$28). Mascara **BURBERRY** Cat Lashes Mascara (\$32). Lips: Lipstick **BITE BEAUTY** Multistick in Biscotti (\$28). Photographer **GABRIELLE ROBERT**. Assistant **MÉLANIE LAPOINTE**. Retoucher **VALÉRIE LALIBERTÉ**. Fashion Editor **RIMA CHAHINE**. Assistant **VANESSA ANTONACCI**. Model **ANASTASIYA** at Folia. Makeup and Hair Artist **MAYILLAH EZEKIEL**. Special thanks to **PRUNE LES FLEURS** and **LOEWS HOTEL VOGUE** for the beautiful flowers and location. View the full version on dresstokillmagazine.com