

## Green Goddess

Cosmetics ingredients come from a variety of sources but, unlike the ingredients of food, are often not considered by most consumers. Although, if we all knew that cosmetics like eye shadow often use crushed insects or rust to achieve their vibrant colours, maybe we would think twice before painting our eyes.

With scientific research estimating that the average woman unknowingly applies more than 200 chemicals via beauty products each day, with the skin soaking in a whopping 2kg of chemicals a year - it's enough to put a girl off her moisturiser.

While there is assurance from the largest cosmetic companies that their various ingredients are safe, there is none-the-less a growing preference for cosmetics that are without any 'synthetic' ingredients, especially those derived from petroleum. More and more women are waking up to the benefits of organic beauty.

In fact, organic beauty is becoming something of a buzz word and even UK fashion designer Stella McCartney has tapped into the trend with the recent launch of her new luxury organic skincare range, Care.

Lula Lewis, founder of organic company LoveLula.com says that organic products have big benefits for beauty junkies too. "They are 100 per cent active because they don't use synthetic fillers to bulk out a product," says Lula. "Research has shown that organically grown ingredients have higher concentrations of nutrients for your skin to benefit from."

The trouble with organic beauty, however, is that there's no legal definition of organic beauty products, so to be extra sure you're getting a 100 per cent natural product look out for the Certified Organic label or the Soil Association symbol, which both indicate that the product meets the strictest standards for organic purity and integrity.

The Greens or Satwa. This specialist organic store has an entire section devoted to organic beauty and healthcare products that are suitable for all skin types and those prone to allergies.

Look out for 'Miessence', a popular organic make-up range. This make-up is energised with clean (pesticide-free) and potent ingredients, using only certified organic cold-pressed and unrefined oils and therapeutic grade herb and flower extracts freshly pressed from certified organic fruits, nuts, seeds, herbs and flowers, retaining all the vitamins, minerals and other bioactive nutrients. This line of all natural cosmetic products contains absolutely no synthetic detergents, artificial preservatives, colours or fragrances, petroleum by-products, tar derivatives or genetically modified ingredients. Nor are any ingredients tested on animals.

Earth Friendly Baby'. This natural body-care range for toddlers promises natural ingredients, no artificial colouring, no synthetic fragrances, no animal testing and an affordable price. From organic chamomile shampoo to organic hibiscus bubble bath, the Earth Friendly Baby range is good enough for mum and dad too.

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