



Beauty with a conscience

Want to do your bit to help save the planet? With new luxurious organic and eco-friendly beauty products, now there's no excuse!

It used to be the case that if you wanted to use only beauty products that had a minimal impact on the environment, you'd have to compromise on quality and possibly the effect on your skin.

Let's face it, the assumption was that you'd end up with a boring looking tub of brown goo that smelled like, well, brown goo, giving new meaning to the phrase, 'going green'. But as the pressure placed on consumers to make more conscientious purchases has increased, the beauty industry is sitting up and taking notice. Our choices are more varied than ever, but it does get a bit complicated when you consider the different ways companies can claim to be environmentally friendly.

It's both about the number of toxins we're

exposing our bodies to – up to 60 percent of what you put on your skin gets absorbed, says Anthea Torr, publisher of *Biophile* magazine and creator of the eco-friendly Erchantrix range of products – and about the impact these products can have on the environment.

An organically produced product may still be packaged in non-biodegradable materials, or products packaged in recyclable material may still contain harmful preservatives. What's more, a notable range of products are being produced on our doorstep, so we don't have to rely only on expensive, imported ranges to have a positive effect on the environment.

Here are the latest offerings, from skincare to haircare, that are making a difference.

Miessence

This Australian range includes skincare for face and body, haircare, cosmetics and a small range for men. Their skincare range includes products for normal/combination, dry/mature, oily/problem and sensitive skins, which is comparatively wide for an organic range.

All their items are labelled either Miessence Certified Organic (ORG) or as Miessence Organics, containing organic ingredients (OI). ORG products contain at least 95 percent organically produced agricultural ingredients, whereas products labelled OI are either made with at least 70 percent organic ingredients or are mineral-based. (See page 92 for more on organic certification.)

Miessence uses only cold formulation techniques, so organic ingredients are never subjected to heat. They also don't test on animals. Visit www.enviroorganics.co.za or call (023) 626 1068.



Miessence Aroma Free Deodorant, R80 Purifying Skin Conditioner, R274

Hunter's Creek Herbal Cosmetics

Hunter's Creek is an organic herb farm in the South Western Cape. Using natural vegetable oils, organic herbs and essential oils, they've created certified organic skin- and bodycare products. They don't use mineral oils, petrochemicals, unnecessary synthetic additives or synthetic perfumes or colourants, and don't test on animals.

The products are affordable and include all the basics. Some of the range is also now paraben free (see box over the page for more on parabens and other undesirable ingredients), and uses a natural preservative system. You can even book a stay at the farm and complete a herbal cosmetics course, where you'll learn how to use your own garden to make natural skincare or bath products. Visit www.hunterscreek.co.za for more information, or call (028) 713 4501 to find your nearest stockist.

Hunter's Creek Calendula Lip Balm, R14
Calendula Tissue Oil, R52
Calendula Body Lotion, R68
Calendula Soap, R28



Dr Hauschka

All Dr Hauschka ingredients are certified organic and certified natural, are from ecologically and ethically sound sources, only use natural botanical preservatives and are packaged in an eco-friendly way.

The range is extensive and includes skincare (the Quince Day Cream is a real treat), haircare, suncare, cosmetics and even lip and eye care. Visit www.drhauschka.co.za to view their products or for stockists (certain Woolworths stores now stock the range), or call (021) 702 3617 for more information.



Dr Hauschka Moisturizing Mask, R424
Rose Day Cream, R296

tip Beware of products that claim to be 'natural' – there is no governing body to monitor what this means exactly, so anyone can use it on any product.

Esse

This skincare range has an extensive list of no-nos the makers are adamant Esse products will not to include, such as certain preservatives and additives.

Ninety-five percent or more of their natural ingredients are certified organic, including omega-3, 6 and 9 oils, which seem to be popping up everywhere as various researchers are claiming that they have positive skincare benefits if applied topically.

Esse also claims to source certified organic raw material regardless of price, supports fair trade organisations and is against animal testing.

Their prices are reasonable and the range caters for face and body. Visit www.esse.co.za or call (033) 212 3506 for more info.



Esse Tissue Oil, R190
Rooibos & Melissa Rich Body Lotion, R169
Light Moisturiser, R223

Malikana

This home spa range of Australian imports uses natural resources from all over the world to produce their wide variety of luxurious organic products. Not all of their products are certified organic – some are 70 percent organic with the majority of the ingredients being organically produced. Their ranges include one for men and one for babies, as well as an Orange Range, Honey Recipe Range, Ka-Coe Range and Malikana Range.

Their website has an extensive list of their products, with suggestions on how to use them as well as lists of the various ingredients and their benefits. Ingredients stem from far and wide, such as Dead Sea mineral salt, sunflower oil, bees wax and aloe vera.

Visit www.malikana.co.za or call (011) 902 6023.

Malikana Croatian
Rosewater, R25
Orange Body
Butter, R125
Jojoba Oil, R110
Bitter Orange
Exfoliant, R58.



SOil Organic Essential Oil Therapies

Straight out of rural Zululand on the banks of the eMakhosini River, this certified organic range of essential oils and body pampering products are so sought after, they regularly export in bulk predominantly to Europe.

The products are distilled in food grade stainless steel, which ensures that the essential oils don't react with the equipment and maintain their therapeutic value.

SOil will be expanding their range in the future, but for now their essential oils and body butters, scrubs, treatments and lip balms are available online and at selected health shops and pharmacies for reasonable prices. Visit www.soil.co.za or call (031) 569 2434 for stockists.

SOil
Jojoba
Oil, R77
Chamomile
and Shea
Body Butter,
R100.
Uplifting
Massage
Oil, R60.



Herbal haircolour

Herbatint is an all-herbal permanent hair dye that contains no ammonia, no parabens and is made with aloe vera, white birch and witch hazel. There is also no animal testing involved in their production. R110 from selected pharmacies and health shops or call 0800 HERBATINT (437 228 468).



'Our choices are varied, but making the right choice is still tricky – an organically produced product may still be packaged in non-biodegradable materials, or products packaged in recyclable material may still contain harmful preservatives'



Enchantrix

The Enchantrix range comprises numerous products, from household cleaning materials to pet products, but their body products include skincare for face and body and haircare (there's even muscle rub and toothpaste). They're free of any chemicals that may be harmful to your body, and, as far as possible, use only locally sourced, certified organic ingredients. Creator, Anthea Torr, is also the publisher of *Biophile* magazine and is dedicated to spreading the word on organic culture.

Enchantrix products are very affordable (their handy spritz toner is R65 for 250ml), and are available online (www.enchantrix.co.za), or at major Pick 'n Pay stores. Call (021) 709 0393 for more stockists.



Enchantrix Deodorant Spray, R50 Rich Body Lotion, R60

Giovanni Professional Hair and Body Care

Beverly Hills hair stylist Arthur Giovanni wanted to create a natural range of products that didn't worsen his own allergies, and came up with this gorgeous range.

The products don't contain any animal derived by-products and are made with a vegetable protein base, which means that there won't be any residual build up on your hair. There's no artificial colouring and all products are biodegradable. Call (011) 608 3013 for stockists or visit www.giovannicosmetics.com to see their delicious range. (See page 130 for details on how you can win Giovanni products by subscribing to *essentials*.)



Giovanni Tea Tree Conditioner, R105 Tea Tree Shampoo, R105

Ingredients watch

Gaëlle Viet, an educator in the organic industry, emphasises the importance of being well-informed. Chances are, if you can't pronounce it, you don't know what it is, so go the extra mile and find out what you're exposing your body to. Here are just a few to watch out for:

1 Parabens are a preservative used predominantly in skincare. The most commonly found parabens in cosmetic products are methylparaben, propylparaben, and butylparaben.

2 Sodium Lauryl Sulphate (SLS) is used in most personal care products that foam. It's sometimes mentioned in pseudo-natural cosmetics in brackets as 'comes from coconut'.

3 Mineral Oil is a petroleum by-product and creates a coating on the skin, making it difficult to eliminate toxins (by sweating for example). Commonly found in baby oil.

4 Propylene Glycol and Butylene Glycol act as 'wetting' agents, which penetrate the skin easily, but have been accused of weakening protein and cellular structure.

Other companies who care...

MAC

MAC cosmetics have a global recycling drive, called Back to MAC. By returning six of your original packaging to any MAC counter, you'll receive a free lipstick (except a Viva Glam Lipstick) and they'll recycle the product packaging.

The Body Shop

Apart from not testing on animals, supporting community trade, and being committed to boosting the self-esteem of women and men, The Body Shop has become synonymous with activism. Founder Dame Anita Roddick says that, although the first Body Shop was painted green simply because it was the only colour that would cover the damp, mouldy walls, their mission statement is now quite clear: 'To dedicate our business to the pursuit of social and environmental change.' They were the first international cosmetics brand to be awarded the Humane Cosmetics Standard for their Against Animal Testing policy, and also have their own fair trade programme. The Body Shop Foundation assists programmes in human and civil rights, environmental and animal protection.

Paul Mitchell

This haircare giant supports countless organisations, including Global Green USA, The Rainforest Foundation and Sea Shepherd Conservation Society. More recently, they launched their Tea Tree range, which works in conjunction with American Forests, an international non-profit organisation that aims to counter carbon emissions by planting trees. They have also launched their Awapuhi range (a gorgeous range for hair and body), whose ingredients are manufactured on an organic, solar-powered farm in Hawaii.



Paul Mitchell Tea Tree range: Hair and Scalp Treatment, R234 Body Bar, R84 Shaving Gel, R190