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Beauty... With a Conscience

In our hunt to find the healthiest skincare products available, we slathered on hundreds of serums, scrubs, and shampoos. Here are the ones we can't live without—the winners of *Natural Solutions'* first-ever Beauty With a Conscience Awards.



Twenty years ago, if a woman wanted to “go natural” with her beauty routine, she had just a few choices: hitting the local health food store and scavenging through a meager offering of products, making lotions herself, or doing without (as in deodorant). The times have changed, and what was a fledgling market has turned into a thriving \$800 million industry.

Today so many companies are making good, clean beauty products that we felt it was time for an official shout-out—*Natural Solutions*’ first annual Beauty With a Conscience Awards. But finding truly pure skincare proved no easy task.



Unfortunately, even products marketed as “natural” can come packed with hormone disruptors, carcinogens, toxic by-products, and heavy metals. In fact, the average woman applies more than 150 chemicals through her skincare daily. Knowing the link between

this unnecessary toxin exposure and serious health concerns, we made the decision to honor companies that use only the cleanest, healthiest ingredients available—companies with a conscience. And we chose to host these awards in October—in conjunction with Breast Cancer Awareness Month.

But how did we decide what to allow and what needed the boot? Some ingredients, like parabens, were no-brainers to banish, but others were hard to get our head around—and that was just the pronunciation. Fortunately we discovered Whole Foods Market’s Premium Body Care standard, which deems over 250 toxins unacceptable in personal care products. We used their research as a basis for our award criteria (to learn more about what you don’t want in your skincare and why, visit naturalsolutionsmag.com/go/beauty).

Congratulations to the more than 100 companies whose products passed our standards. From conglomerates to kitchen-sink operations, these companies have gone out on a limb (often at the expense of their own bottom line) to make skincare safe for women, children, and, increasingly, men.

We enlisted our entire editorial staff to help choose the finalists. In the line of duty, we exfoliated, misted, and creamed twice daily (sometimes more!) to test 600-plus products, boldly laying down our skins for the sake of honest reporting. Boyfriends, babies, and even our grandmothers joined our efforts, and the result is a cherry-picked collection of winners and finalists that we are proud to honor.

—LINDSEY GALLOWAY and ELIZABETH MARGLIN

Face

1. Best Cleanser for Dry to Normal Skin

Talulah Vanilla Bean Cleanser

We’re hooked on this exotic cleanser with vanilla bean, jasmine rice, rose hips, hempseed, and nettles. (\$22, 4 oz; talulahskincare.com)

We also loved: **Kimberly Sayer of London Gentle Face Cleanser** (\$25, 5 oz; kimberlysayer.com); a soy-based creamy cleanser with seaweed and lavender. **Arcona White Tea Purifying Cleanser** (\$42, 3.7 oz; arcona.com); a healing combination of white and green teas, cranberry, and yucca.

2. Best Cleanser for Oily to Normal Skin

Amala Purify Gel Cleanser

Amala means “most pure” in Sanskrit, a fitting description of this luxurious white clay, blue lotus, and green tea cleanser. (\$21, 1.7 oz; amalabeauty.com)

We also loved: **Suki Exfoliating Lemongrass Cleanser** (\$30, 4 oz; sukipure.com); this mix of chamomile, rice, rose hips, and sugar melts and foams into skin. **Monave Honey-Clay Cleanser** (*\$15, 2 oz; monave.com); works great as a gentle three-minute mask.

3. Best Toner

Terressentials Exfoliating Facial Toner

This bouquet of flower extracts brightened and de-blotched our office-drained skin. (\$17, 4 oz; terressentials.com)

We also loved: **Devita Cool Cucumber Toner** (\$21, 6 oz; devita.net); a great midday beauty refresher. **Derma e Vanilla Bean Revitalizing Toner** (\$16, 6 oz; dermae.net); sweet-smelling and hard-working.

4. Best Moisturizer

Kimberly Sayer Daily Moisturizing Cream

Not too thick or greasy, this antioxidant-packed moisturizer with SPF 25 left us feeling protected and ready for anything. (\$32, 2 oz; kimberlysayer.com)

We also loved: **Lavera Faces Balancing Calendula Cream** (\$23, 1 oz; lavera.com); calms irritated skin. **Sophyto Mega Omegas Day Face Moisturizer** (\$45, 1.35 oz; sophyto.com) hydrates all day long.

5. Best Serum

Aqua Dessa Super Potent Antioxidant Serum

Our skin drank in the Napa Valley–grown grape seed oil and the gamma-linoleic acid in the black currant oil. (\$50, 1.65 oz; aquadessa.com)

We also loved: **Ikove by Florestas Organic Açai Age-Resisting Serum** (\$28, 1 oz; ikove.com); antioxidant-packed oil with Amazonian herbs. **Kim Erickson’s Everyday Organics Intensive Repair Facial Serum** (\$72, 1 oz; everyday-organics.com) revives depleted skin.

6. Best Mask

Nude Miracle Mask

Enriched with probiotics, this clear mask left our skin completely refreshed—perfect to use before a Saturday night out. (\$70, 1.4 oz; nudeskincare.com)

We also loved: **Kibio Purenness Radiance Mask** (\$30, 1.7 oz; kibio.com); white clay and black pepper revitalize skin. **VonNatur Chaotic Powder Facial Masque** (\$53, 5 oz; vonnatur.com); activated charcoal works wonders.

* Choosing toxin-free bodycare doesn’t come cheap—look for the asterisk, which denotes a beauty bargain.



7. Best Night Cream

Jurlique Biodynamic Beauty Night Lotion

Made from biodynamic herbs grown on Jurlique's Australian farm, this lotion got our faces through the night becalmed and rejuvenated. (\$55, 1.3 oz; jurlique.com)

We also loved: MyChelle Revitalizing Night Cream (\$39, 1.2 oz; mychelleusa.com); swoon-worthy scent with cactus and goji berry.

Om Crème Luxe White Truffle Face Cream (\$95, 1.7 oz; omaroma.com) includes indulgent truffles—prized for restoring skin's luminosity.

8. Best Eye Cream

Talulah Luna Undereye Cream

Drenched fine lines with hydrating macadamia nut and avocado oils, then nourished our over-40 under-eye area with botanical infusions of chrysanthemum, borage, and green tea. (\$29, 0.5 oz; talulahskincare.com)

We also loved: Dr. Hauschka Daily Revitalizing Eye Cream (\$50, 0.5 oz; drhauschka.com); pineapple delivers wrinkle-smoothing superpowers.

Earth Science Azulene Eye Treatment (*\$14, 1 oz; earthessentials.com) puts the kibosh on puffiness and dark circles.

9. Best Exfoliant

Simply Divine Botanicals Skin Polish

Honey, raspberries, and apple pectin make for a jammy texture that eats away dead skin cells. (\$30, 4 oz; simplydivinebotanicals.com)

We also loved: Aqua Dessa Chocolate Black Currant Facial Scrub (\$28, 6 oz; aquadessa.com); can't go wrong when the first ingredient is real dark chocolate. **Solay Daily Detox Gentle Face Scrub** (\$28, 4 oz; natural-salt-lamps.com) replenishes with Himalayan salt and organic jojoba beads.

10. Best Lip Balm

Better Botanicals Ayurvedic Lip Balm

We're addicted to these ayurvedic balms that come in invigorating cardamom and ginger and also sweet-smelling nectarine, mango, rose-mint, and passionfruit. They even helped us stave off cold sores with the amino acid L-lysine. (*\$5, 0.15 oz; betterbotanicals.com)

We also loved: Juice Beauty SPF 8 Lip Moisturizer (*\$7, 0.15 oz; juicebeauty.com); soothing sun protection from minerals, aloe, and honey.

Pangea Ecocentric Lipcare (*\$13, 0.25 oz; pangeaorganics.com); filled with healing hempseed oil and vitamin-rich citrus.