



CRYSTALS ROCK

The hippy revolution began in California and was a strong proponent of alternative therapies, then the New Age movement brought crystals to the fore. Today, the state remains the capital of crystal healing where brands are incorporating 'vibrational' crystals into beauty products, which reportedly have circulatory benefits for the skin as well as promoting emotional balance.

Feelgood buy: Cult Of Treehouse's Cult Complexion Mist (£45, cultoftreehouse.com to order) contains clear quartz essence for 'clarity of thought and calmness'.



TIME FOR TEA

In 1995 a savvy Californian teen set up GT's Kombucha in his parents' kitchen and turned the ancient Chinese fermented tea into a multi-million-dollar business. Now, Cali skincare brands such as Murad are harnessing the probiotic aspects of kombucha and the antioxidant benefits of green tea.

Feelgood buy: Youth To The People's Age Prevention Superfood Cleanser (£33, cultbeauty.co.uk).



CHEERING COSMETICS

California is the mecca of mindfulness so it's no surprise the state is imbuing its products with a 'self-love' mantra. LA-based Hourglass Cosmetics' #GirlForGood campaign encourages us to post a positive image every time we apply their GIRL Lip Stylos (£26, johnlewis.com). While Rituel De Fille champions the ceremonial power of applying make-up to reduce stress (dubbed 'make-up meditation').

Feelgood buy: Lime Crime's cult tongue-in-cheek, kitsch products are designed to make you smile by evoking childhood memories and play. We love the Matte Velvetines liquid lipsticks (£15.22, limecrime.com).

