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**JENNIFER
ESPOSITO**
TAKES ON
THE WORLD
(AND THE
AFFAIR!)

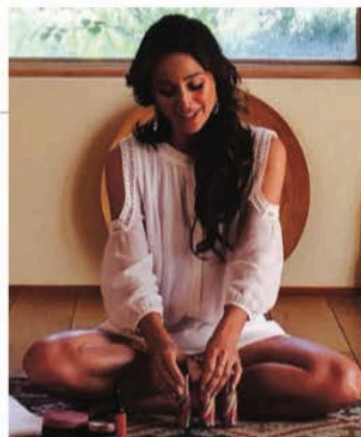
DREAM
GIRL



Queens of Naturals

Natural beauty products have come a long way from the patchouli-scented shelves of the health food store. And the lines from these innovative, stylish women are seriously luxurious

by JILLIAN MACKENZIE



THE PRO *Josie Maran*

THE PRODUCT LINE *Josie Maran*

During her first career—as a model—Maran worked with top beauty pros. But she feared the chemicals in makeup and wanted to create a line that was free of parabens, sulfates, synthetic fragrances, dyes, and phthalates and also organic and environmentally friendly. Maran focuses on empowering women, too: Her line's signature ingredient, argan oil, is sustainably harvested by women's co-ops in Morocco.

THE BEST-SELLERS

- **Pure Argan Milk** blends the signature antioxidant-packed argan oil with purified water to hydrate dry and sensitive skin.
- **Whipped Argan Oil** is made from that same oil, only in the form of a light body butter.
- **100% Pure Argan Oil** moisturizes and protects skin, hair, and nails.

Josie Maran wanted her line to be natural, but she also wanted it to have minimal impact on the environment.



“I have very sensitive skin, so I love Josie Maran’s organic product line. She’s making natural products hip.”



Geneva Carr, CBS’s Bull

FLOWER: DOLE/ORBETT/IMAGES; CARR: BEN GABRIEL/GETTY IMAGES

Tiffany Masterson was a stay-at-home mom of four when she started looking at ingredients, testing products, and “seeing common threads in what was associated with people having breakouts.”



THE PRO Tiffany Masterson

THE PRODUCT LINE Drunk Elephant

Masterson is self-made—and self-taught. After a stint selling a bar soap that helped her rosacea because of the soap’s simplicity, Masterson studied up on ingredients. That research led her to launch Drunk Elephant, named after the legend that elephants get tipsy from eating the fruit of the marula tree. It features “clean” products that aren’t fully natural (since some natural ingredients are more irritating than low-risk synthetic ones, she says) but that don’t contain fragrances or any ingredients that are irritants or simply there for the look and feel of the product, such as silicones. “I was making the products for me—and it turns out there are a lot of me’s out there.”

THE BEST-SELLERS

- **Shaba Complex Eye Serum** is a gentle gel that tackles every eye issue—wrinkles, circles, puffiness—with copper peptides, black tea ferment, niacinamide, edelweiss stem cells, and antioxidant CoQ10.
- **Virgin Marula Luxury Facial Oil** is a pure shot of oil from the seed of the marula fruit that hydrates with antioxidants and omegas 6 and 9.
- **C-Firma Day Serum** brightens and evens out skin with its powerful dose of vitamin C, while hyaluronic acid plumps lines and hydrates.

“My favorite leave-in conditioner right now is from a natural line called Oyin Handmade. It smells like cake batter.”



Ashleigh Murray, The CW's Riverdale

THE PRO Barbara Close

THE PRODUCT LINE Naturopathica

A leader in the natural beauty world since the early 1990s, Close has a master’s degree in therapeutic herbalism, and in 1995, she launched her skin care line and an East Hampton, New York, spa. “When I founded Naturopathica, I wanted to take a holistic approach to health and beauty,” she says. “We work with the skin’s natural processes with proven naturals and clean cosmeceuticals to address inflammation—the leading cause of premature aging.”



Barbara Close’s line focuses on stress. “It contributes to a range of concerns from skin health to fatigue, migraines, and digestive imbalances.”

THE BEST-SELLERS

- **Bio-Energy Lift Contouring Cream** boosts wrinkle-busting collagen with a copper and amino acid complex paired with a peptide that stops the enzymes that break down collagen. Plus, raspberry ceramides hydrate with skin-barrier-strengthening omega-3 and omega-6 fatty acids.
- **Vitamin C15 Wrinkle Repair Serum** uses potent antioxidant vitamin C to protect from damaging free radicals and to even skin tone, while vitamin E acts as a backup-dancing protective antioxidant and hyaluronic acid hydrates.
- **Argan & Peptide Wrinkle Repair Eye Cream** lessens lines around the eyes with that argan oil everyone loves, while anti-inflammatory edelweiss plant stem cells further reduce aging.

LAVENDER: TARASOV, V.I./GETTY IMAGES; MURRAY: DANIEL ZUCHINIK/GETTY IMAGES

