

SUSTAINABLE *Beauty*

Topmodel NICOLE TRUNFIO is Inika's new ambassador and talked to us about her sustainable approach to life and why the brand was such a good fit for her.

Why did you decide to work with Inika?

NT: I've been looking for a beauty company that I can align with for a really long time. The way that I live my life now is focused on sustainability and plastic awareness, and Inika has just announced they have become plastic neutral, which is huge, because the amount of packaging and plastic other brands are using is out of control. So for a company to become plastic neutral is amazing and I think more people and brands should follow in Inika's footsteps. But it's not only that, Inika actually collect plastic and make fire-proof fences on farms out of it, and that consciousness around recycling is doing good for the planet.

Also, I've used a lot of brands in my time, including a lot of organic and natural ones, but some of them don't work, so for Inika to also be a performance based brand and seeing results is something I love. And whoever curated the makeup, the colours, the creaminess of the lipsticks, did such a beautiful job.

What are your go-to Inika products?

My favourites include the liquid organic eyeliner because I'm such an eyeliner-girl! I love the face oil, which I put over my whole body, and I feel like I'm glowing all day. And I love the Lip & Cheek Cream, which I use on my eyes, too. The mascara is really buildable, which I love as well.



What professional treatments do you get done?

I don't have time to get many facials, but I do get Pico laser, and I love it. I've done it three times and I am obsessed with it. I am a really result-driven person as I have three businesses, I have kids, so I don't have time for something that doesn't work. I also do infrared saunas regularly and I get LED treatments. My go-to skin clinic is Melanie Grant. She has the Omnilux, which is incredible, and I have a Sunlighten infrared sauna at home.

What can we all do to live a more sustainable life?

If you have a backyard, definitely get chickens because the amount of food waste going back into your food is great, it makes you feel so proud just doing that. Having a veggie or herb garden, really just anything you can plant in your kitchen or your backyard, I would recommend, too. We use metal based drink ware and lunch boxes instead of using plastic. We also avoid plastic in our cookware and choose iron based skillet instead of Teflon coated pans, which is really unhealthy. I think people need to know that if you use plastic for cooking, it goes into your food, which is really bad for you. I also make an effort to not buy anything that's plastic sealed at the supermarket. And when it comes to my kids, I'm all about hand-me-downs to avoid waste.

Inika has announced it is the highest certified natural makeup and skincare brand in the world as well as being plastic neutral.

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