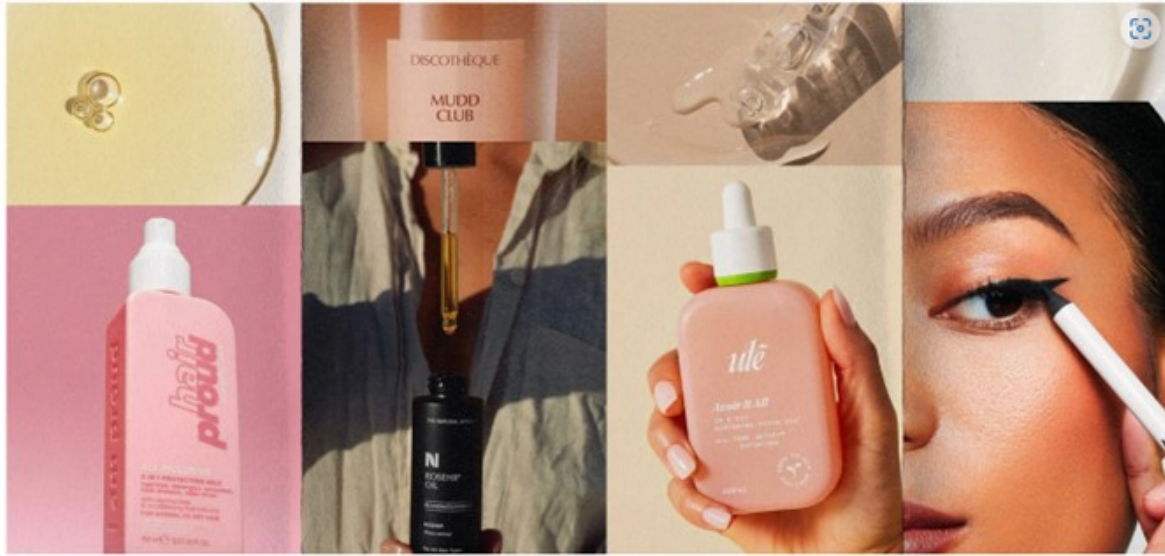


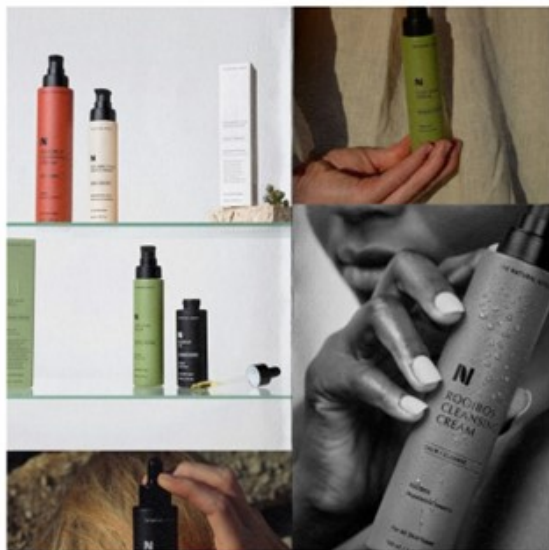
SHEERLUXE



8 New Beauty Brands To Have On Your Radar

Hundreds of new brands launch in the beauty space every year – so when those in the know start talking about one or two in particular, we pay attention. From eco-luxury haircare to a celebrity-backed range, we've put together a list of the latest names to pique our interest.

By Georgia Day



The Natural Africa

Delving deep into the natural treasure chest that is the African continent, The Natural Africa was founded by two South Africans with a deep love of their country and passion for its native plants. The collection takes its inspiration from indigenous knowledge and ancient remedies. The result is a four-strong product range featuring a cleanser, serum, moisturiser and oil. Don't be fooled by any apparent simplicity: the formulations fuse the best of natural know-how with high-performance science; textures are sublime; and packaging is worthy of display in the most carefully curated of bathroom cabinets. Everything's created in small batches and the brand is committed to sustainable, wild harvesting and selective, eco-sensitive cultivation. Any skin type will be hard pushed to choose between all four, but the antioxidant-rich Rooibos Cleansing Cream is a gem, leaving skin feeling hydrated and cushioned, as well as clean.

Visit [TheNaturalAfrica.com](https://www.thenaturalafrica.com)

