

FORCES OF NATURE

In celebration of Earth Day, we round up the best natural beauty brands that celebrities and their makeup artists stockpile in their vanities



Phyto-Pigments Liquid Lips in Reese, \$30, at Holt Renfrew, holtrenfrew.com



Phyto-Pigments Last Looks Blush in Seashell, \$30, at Holt Renfrew



Juice Beauty

When Gwyneth Paltrow decided to bottle all her feel-good, clean-living Goopiness, she turned to beauty guru Karen Behnke to help create a line of organic products that are backed by science. Since its launch in 2005, Juice Beauty has grown to include a range of colour cosmetics with numerous shades named after her famous best friends, many of whom, coincidentally, are fans of the brand.

CELEB FANS Gwyneth Paltrow (left), Reese Witherspoon (above), Ashley Judd, Alicia Silverstone

CULT FAVE "I love our cream blush," Gwyneth tells *Hello!* of the creamy, coral shade. "I use it everyday to give me a warm, healthy, natural flush."

NEW MUST-HAVE "It's really challenging to make red shades using natural pigments," Gwyneth says of the new lip glosses. "It took a lot of work, but I'm so proud of how many reds and pinks we were able to create."



RMS Beauty

An early adopter of the natural beauty trend, Vancouver native Rose-Marie Swift used her experience as a makeup artist to create the organic colour-cosmetics line.

CELEB FANS Giselle Bündchen, Miranda Kerr, Zoe Saldana (below), Rachel Bilson, Erin Wasson

CULT FAVE Creamy (never cakey) and enriched with coconut and jojoba oils, this pot concealer is a goto for celebs and makeup artists alike.

NEW MUST-HAVE Packed with nourishing oils, this blush-pink champagne luminizer gives skin a soft, dewy, opalescent glow.



Champagne Rosé Luminizer, \$51, rmsbeauty.com

RMS "Un" Cover-Up, \$49



MV Organics

Australian skin-care guru Sharon McGlinchey began her organic skin-care range by accident when she started looking for a petrochemical-free product for a friend. "I couldn't find anything, so I took a weekend class [on skin care] and started making creams in my kitchen." Now with a cult following that includes several A-listers, Sharon travels around world to give devoted clients her signature facial.

CELEB FANS Emma Watson (above), Cate Blanchett, Rosie Huntington-Whiteley (above right), Maggie Gyllenhaal, Cara Delevingne

CULT FAVE "My skin-care philosophy has always been to keep it simple and support skin with ingredients that have health benefits," Sharon says of her pure jojoba oil, which is Emma Watson's goto.

NEW MUST-HAVE With high concentrations of active ingredients, Sharon tells clients to use less product and not to overburden skin. "Products are made to work together to maximum benefits," Sharon says of the rose-based hydrating mist and moisturizer.



Rose Duo, \$75, detoxtmarket.ca

Pure Jojoba Oil, \$54

WE THE NORTH

These natural and organic beauty brands are made in Canada and celebrate clean, feel-good beauty using local, sustainable ingredients.

PROVINCE APOTHECARY

Founder Julie Clark, developed this skin-care line of organic and wild-crafted ingredients to soothe her sensitive skin. "I believe in custom skin care," she tells *Hello!* "Your skin changes season to season, so you constantly need to check in for what you may need." **Radiant Body Oil**, \$28, provinciapothecary.ca



THE 7 VIRTUES

Free from phthalates, sulfates and parabens, Barb Siegemann created vegan fragrances made with natural essential oils that support nations rebuilding after war or strife. **Custom Blend Box**, \$115, the7virtues.com

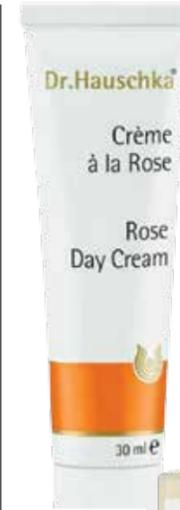
PURA

Alberta-based entrepreneur and self-professed "potions master" Lane Edwards tells *Hello!* that ancient beauty rituals inspired her sustainable, eco-conscious brand. "There's an Old World ritual feel to hand-whipped creams in glass jars," Lane says. **Overnight Watermelon Mask**, \$64, purabotanicals.ca



BITE BEAUTY

Started by Susanne Langmuir, these highly pigmented lip products are made in Toronto and focus on formulations that don't use the usual petroleum-based ingredients, but instead favour micronized fruit, shea butter and the antioxidant resveratrol. **The Lip Pencil in Matte Finish**, \$20, sephora.ca



Rose Day Cream, \$50, at Hudson's Bay, thebay.com

Revitalizing Day Cream, \$48, well.ca



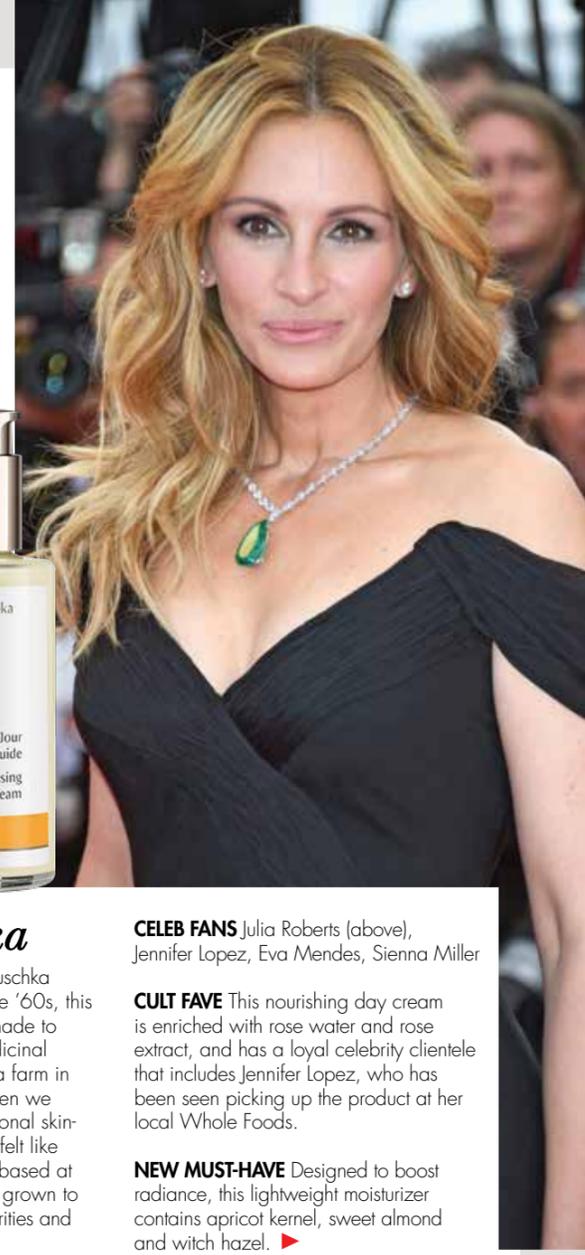
Dr. Hauschka

Developed by Dr. Rudolf Hauschka and Elisabeth Sigmund in the '60s, this beauty line was originally made to complement the natural medicinal remedies they cultivated at a farm in Eckwälden, Germany. "When we developed these unconventional skin-care products, we naturally felt like rebels," said Elisabeth. Still based at the family farm, the line has grown to become a favourite of celebrities and estheticians.

CELEB FANS Julia Roberts (above), Jennifer Lopez, Eva Mendes, Sienna Miller

CULT FAVE This nourishing day cream is enriched with rose water and rose extract, and has a loyal celebrity clientele that includes Jennifer Lopez, who has been seen picking up the product at her local Whole Foods.

NEW MUST-HAVE Designed to boost radiance, this lightweight moisturizer contains apricot kernel, sweet almond and witch hazel. ▶



CLOCKWISE FROM TOP LEFT: C FLANIGAN/GETTY IMAGES; ALLEN BEREZOVSKY/WIREIMAGE/GETTY IMAGES; JIM SPELLMAN/WIREIMAGE/GETTY IMAGES; FROM LEFT: VERA ANDERSON/WIREIMAGE/GETTY IMAGES; JAMES DEVANEY/WIREIMAGE/GETTY IMAGES; VENTURELLI/WIREIMAGE/GETTY IMAGES



Beautifying Face Oil, \$68, tataharperskincare.com

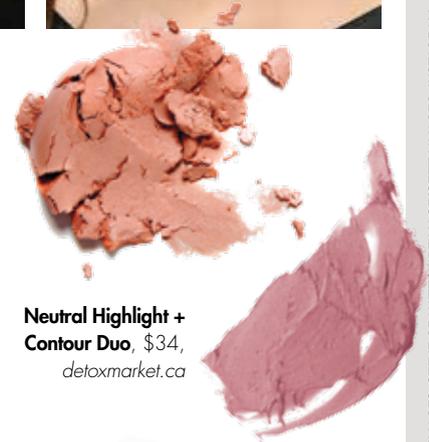


Clarifying Spot Solution, \$32



W3LL People

Makeup guru Shirley Pinkson, cosmetic dermatologist Renee Snyder MD and self-professed "treehugger" James Walker use natural and organic ingredients to create their high-performing colour-cosmetics line.



Neutral Highlight + Contour Duo, \$34, detoxmarket.ca

CELEB FANS Jaime King (above), Anna Kendrick (above right), Diana Agron, Mindy Kaling



Expressionist Mascara, \$29, detoxmarket.ca

CULT FAVE "I knew we had to get the mascara formula perfect," says Shirley of their hero item. "If you can impress people with mascara, you've got a loyal customer."

NEW MUST-HAVE These reformulated pearlescent cream formulas are designed to softly highlight and contour without leaving a shimmery or greasy residue.

Tata Harper

With a background in engineering, Tata Harper had no intentions of starting her own skin-care line until she started looking for natural, non-toxic creams. "At that time, there was a huge gap in the market, so we got to create a new business model that could not only treat skin-care concerns but give back in some way," Tata tells *Hello!* Her products – which are handmade and contain many ingredients grown on her farm in Vermont – stock the

vanities of supermodels, makeup artists and celebrities.

CELEB FANS Miranda Kerr (above left), Jourdan Dunn (above), Gwyneth Paltrow, Emma Watson

CULT FAVE Like a green juice for your skin, this vitamin-rich oil leaves skin soft and supple.

NEW MUST-HAVE "I've wanted to develop an acne-fighting line for ages!" says Tata of the new clarifying range.

Honest Beauty

The eco-friendly brand, which actress Jessica Alba co-founded with her pal Christopher Gavigan in 2011, has grown to be worth more than a billion dollars. "This entire idea began because I was a first-time parent and realized how many potentially harmful chemicals we're exposed to every day," Jessica tells *Hello!* "I wanted to create a better option for my daughter."

CELEB FANS Jessica Alba, Nicole Richie (far right), Molly Sims, Martha Stewart

CULT FAVE "I use it for everything," Jessica tells *Hello!* of the moisturizing Healing Balm enriched with organic sunflower, olive and coconut oils. "I always have it with me. It's the best for travelling because it has so many uses."

NEW MUST-HAVE Gently cleanse, moisturize and remove makeup with these ultra-soft facial wipes. 



Organic Healing Balm, \$15, chapters.indigo.ca



Jessica's favourite Honest lip shade, Strawberry Kiss, is rich in jojoba seed oil, murumuru butter and shea butter.



3-in-1 Facial Wipes, \$9, chapters.indigo.ca

