

VOGUE

APR

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NEW
WAVE

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ANYTHING SHE CAN'T DO?

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JUMP TO A
STORY

Force of NATURE

San Francisco's Credo boutique is changing perceptions—and complexions—with its clean-beauty concept.



i **PETAL POWER**
AS GREEN BEAUTY BOOMS, CREDO IS GIVING NATURAL BRANDS A BROADER PLATFORM TO THRIVE.

Shashi Batra was an early apostle for natural beauty. As part of the landmark team that imported Sephora to the U.S. in the late nineties, he wanted to push organic moisturizers and serums into the mainstream—a challenging task at the time. “No one was coming in looking for that,” he confesses. Flash forward 20 years, and the demand for natural products has ballooned: A study published in 2015 estimates sales at \$33 billion. Encouraged, Batra began preaching the green gospel again. Last winter, he launched Credo (Latin for “I believe”), an e-commerce site devoted entirely to so-called clean personal-care brands. When he opened a brick-and-mortar store in San Francisco a few months later, people paid attention. “It’s genius,” says eco-chic trailblazer Tata Harper, who installed her first mini-spa in the Fillmore Street flagship. Located on a veritable beauty row where Aesop, MAC, Kiehl’s, Le Labo, and Benefit all have outposts, Credo stands out as much for its teal facade as for its revolutionary retail experience: Each staff member is both a licensed aesthetician and a makeup artist,

trained to speak intelligently on a curated inventory of more than 100 brands. Online, customers can peruse an extensive “dirty list”—toxic ingredients to ditch—and use a clean-swap tool that compiles conventional mainstays and proposes green alternatives, like EVOLVh hair care, designed to mimic a high-performing salon line, and Suntegrity’s SPF products, which dispel the notion that natural sunscreen can’t be effective.

Harder-to-find organic cosmetics lines with real pigment payoff, like makeup artist Rose-Marie Swift’s popular RMS Beauty (Miranda Kerr is a fan), have, according to Batra, made color a fast-growing category. If Credo has earned the lofty description of being “the Sephora for natural beauty,” Batra is quick to play down the comparison. “We are not trying to be a supermarket,” he says of his niche intentions. But with a steady influx of new products and a Nolita franchise set to open in New York in May, the ayahuasca hair oil-loving mind does wander.—FIORELLA VALDESOLO