

PRODUCT REVIEW: SURYA BRASIL – BEAUTY PRODUCTS WITH CONSCIENCE

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When Clélia Angelon launched *Surya Henna Powder* in 1995, she may not have given much thought to the possibility that the natural and organic cosmetics industry was ready for tremendous growth. But, as the past several years have shown, consumers are demanding – and getting – more and more natural and cruelty-free products. Big business is still big, but the little guys are gaining ground. And leading the way in the henna hair coloring segment is *Surya Henna Cream*, the first hair coloring with organic ingredients.

If you haven't heard of *Surya Brasil*, it might be time to take a look. Spend some time on the company's website and you can read about the core values. The *mission statement* alone is a conscious consumer's

dream:

"TO CREATE AND BRAND THE BEST QUALITY BODY CARE PRODUCTS THAT PROMOTE BEAUTY, HEALTH AND WELL BEING. TO BRING FORWARD ACTION THAT BENEFITS SOCIETY AND THE ENVIRONMENT. TO MAINTAIN THE HIGHEST LEVEL OF RESPONSIBILITY TOWARDS CONSUMERS, SUPPLIERS, DISTRIBUTORS, STORE BUYERS, EMPLOYEES, THE COMMUNITY AND THE ENVIRONMENT. TO PROMOTE SURYA BRASIL'S VISION BOTH NATIONALLY AND INTERNATIONALLY — WHEREVER THE COMPANY IS OPERATING. TO OFFER EMPLOYEES A POSITIVE AND STIMULATING WORK ENVIRONMENT WITH BENEFITS THAT ENHANCE THEIR HEALTH AND WELL BEING. TO CREATE ABUNDANCE FOR THE OWNERS AND THEIR FAMILIES."

Surya doesn't just make hair color products. The company also makes skin care and bath products, and hair care products for men and women. Everything is certified vegan, gluten-free, and organic, and the packaging is biodegradable.

Of course, all the nice words in the world mean nothing if you don't like the products. So, we tried some of the items in the Sapien line.

Sapien Women Shampoo and *Conditioner* are free of alcohol, sulfates, parabens and synthetic fragrances. The texture of the shampoo (oddly similar in appearance to *Bain de Soleil*) is thick. It doesn't lather much, but it does the job. And yes, it smells good. The conditioner, which contains a number of exotic-sounding oils, will make your hair super soft and shiny.



If you want to take it up a notch, *Sapien Women Leave In* and *Split End Repair* both work to further soften and smooth your hair. It is recommended that you use the products together. However, that was simply too much for my fine hair and I found the split end repair was sufficient.

The *Sapien Women* line also includes cleansers and scrubs and the *Sapien Men* line includes shampoos, shaving gel and cleansers. The company also makes lip balms and another line of products, *Amazonia Preciosa*.