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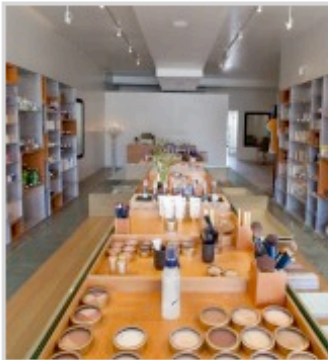
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*April 12, 2013*

## **NATURALLY BEAUTIFUL**

By Geoffrey Rodriguez



Evolve Los Angeles



Fiadini 'Anti-aging Regimen'



Pratima 'Love Oil'



Seabuck Wonders 'Hydrating  
Serum'



Surya Brasil 'Ucuuba  
Shampoo and Conditioner'



Tilth Beauty 'Anti-aging  
Regimen'

# M A D E L I N E   J O H N S O N

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Descriptions like “100% natural,” “certified organic” and “eco-friendly” have literally become the fastest growing product categories in the multi-billion dollar beauty industry. This recent surge can be attributed to increasing awareness about protecting the environment as well as an equal concern about questionable ingredients that have traditionally been used to formulate commercial cosmetic products. And while it may be somewhat of a challenge to navigate what has become a continuously expanding roster of product classifications and ingredient certifications, efficacy is ultimately the most important feature of any product. In this issue of Beauty Guru—and in celebration of Earth Day—we turn the spotlight on some of the most effective beauty products in the aforementioned categories. From the most rare 100% natural or certified organic ingredients to breakthrough skin and hair care formulations and more, the following suggestions are not only effective, but also sure to address the most important beauty needs.

## **Surya Brasil** ([www.suryabrasil.com/en](http://www.suryabrasil.com/en))

Initially specializing in unique haircare products, Surya Brasil has earned certifications from the most prestigious international agencies, including Eco-cert, PETA and Vegan since first launching in 1995. The brand has since evolved into a full range boasting a selection of products that addresses every specific hair and skincare need. Surya's quality is notable in both its performance as well as the selection of rich and nourishing formulations. We were particularly impressed with the Ucuuba Shampoo and Conditioner for curly hair as well as the Massage and Body Oil.

## **Link**

<http://jcreport.com/features/fashion-features/2013/04/12/naturally-beautiful/>