

# Matcha: The Surprisingly Effective Beauty Ingredient

By Julia Musker | October 11, 2018



Matcha lattes, matcha desserts, and now matcha beauty products. The antioxidant-rich ingredient is having a major moment and for good reason – it has anti-inflammatory and detoxifying benefits, hydrates, and revives dull-looking skin.

So if you haven't hopped on the matcha bandwagon yet, shop our favorite matcha-infused beauty products below.



Briogeo Be Gentle Be Kind Matcha + Apple Replenishing Superfood Shampoo \$28

This best-selling blend is brimming with good-for-you ingredients like matcha, apple, and vitamin C to help protect against environmental and free radical damage while supporting a healthy scalp and hair.