



THE NEW SKINCARE DIETS

You could soon be confusing your kitchen and bathroom cabinets, going by the new trend of matching your skincare to your food preferences, says LIZ HANCOCK



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Just ordered an almond-milk latte and a gluten-free supergreens smoothie bowl for breakfast? Now you can apply your diet philosophy to your morning beauty routine, with skin-care and makeup brands following similar principles. Even if you chose that vegan or raw diet for health reasons, it's comforting to know you can take it one step further to really ensure all the ingredients your body is absorbing align with your ethical, religious or even environmental outlook. After all, if you don't eat beef because of its high carbon footprint, there's little point in continuing to put cow by-products on your face.

"The products you use on your body should be made in balance with what you believe," says Rose Brown, founder of British brand PHB Ethical Beauty. "To me, this means products should be manufactured in an entirely natural and ethical way with full consideration for not only our health and wellbeing but also for the wellbeing of animals and our environment."

If you're considering a beauty diet, here are some options ...

From top: O.P.I Nail Lacquer in Sweet Heart, \$19.95; Ilia Tinted Lip Conditioner in Shell Shock, \$34; Goldfaden MD Doctor's Scrub, \$110.



TRANSLATION: No animal testing or ingredients.

THE LOWDOWN: The recent global obsession with health and sustainability has seen animal-free eating cross from niche to mainstream. The number of vegans in the US has doubled since 2009, according to pollsters Harris Interactive. Add to that people living vegetarian lifestyles or following flexitarian diets such as Mark Bittman's *New York Times* best-selling VB6 philosophy (no animal products before dinner), and it's easy to trace a corresponding interest in vegan cosmetics. "It makes a lot of sense to create a vegan brand, because it's in the hands of our generation to make that difference and change not only the way we shop but also the way we live," says Anna Ross, founder of Kester Black cosmetics. "Kester Black uses small-batch manufacturing methods and recyclable materials, and tries to do all we can to give back to the environment. Making a vegan brand was something that came naturally, as I don't see any reason to subject animals to cruelty for the sake of cosmetics."

NAMES TO KNOW: Card-carrying vegans such as Natalie Portman and Scarlett Johansson fill their Stella McCartney faux-python totes with brands including Kora Organics, De Lorenzo and Urban Decay, which shun the use of animal testing and contain no animal-derived ingredients such as beeswax, honey, animal elastin or the red dye carmine, derived from crushed insects.

SKIN DIET: VEGAN

Clockwise from left: De Lorenzo Essential Treatments Protein Complex, \$28.95; Urban Decay Naked3 Eyeshadow Palette, \$81; Meow Meow Tweet Body Oil in Lavender Lemongrass, \$20; Kester Black Nail Polish in Paradise Punch and Laguna, \$20 each; Kora Organics Age Defying AHA Facial Exfoliator, \$54.95.



SKIN DIET: GLUTEN FREE

TRANSLATION: Free of the protein composite gluten.

THE LOWDOWN: With even Domino's pizza offering gluten-free options, it's no wonder GF products are trending on beauty counters. While gluten-containing cosmetics are said by some experts to be safe, America's Gluten Free Society advises avoiding ingredients such as hydrolysed wheat protein, *Avena sativa* (oats) and *Triticum aestivum* (wheat), particularly when it comes to lip products and for those who have a severe allergy. American dermatologist Dr Gary Goldfaden explains that gluten-based ingredients in topical products consist of two proteins, gliadin and glutenin, which when ingested or applied topically can lead to reactions such as inflammation, acne, psoriasis, puffy eyes and rashes.

NAMES TO KNOW: "Gluten allergies have become more widespread and I suspect it's to do with how most conventional foods are being grown," says Sasha Plavsic, founder of Canadian makeup brand Ilia, now stocked at high-end retailers including Colette and Net-a-Porter. "By making our products in a gluten-free lab, we can ensure that those with an allergy are guaranteed a safe product." While entire boutique ranges such as Ilia's are certified gluten-free, many big-name brands such as Napoleon Perdis and O.P.I also offer select products without gluten.

From left: Edible Beauty No. 4 Vanilla Silk Hydrating Lotion, \$53; Ilia Tinted Lip Conditioner in Shell Shock, \$34; Napoleon Perdis Stroke of Genius Liquid Cashmere Foundation SPF 20, \$65.



Inika Mineral Blush in Peachy Keen, \$45.

TRANSLATION: Humane makeup and skin-care with no alcohol or pig-based ingredients. **THE LOWDOWN:** Virtually an unknown category 10 years ago, halal-friendly cosmetics form one of the biggest boom sectors in the beauty industry right now, fuelled by hip hijabistas such as Indonesian designer Dian Pelangi (3.7 million Instagram followers, thank you very much).

Halal cosmetics are formulated without the use of pig-based ingredients, alcohol or non-halal-slaughtered-animal by-products. Because many halal consumers believe their faith also dictates that the things they consume should not be harmful, there's an added preference for vegan and chemical-free concoctions.

NAMES TO KNOW: Not only are halal cosmetics popular in major Muslim countries such as Indonesia, Nigeria and the United Arab Emirates, but style-savvy Islamic consumers in Western nations have fuelled slick brands such as Australia's certified halal and vegan company Inika, Amara — America's first halal-certified makeup range — and PHB Ethical Beauty. "We have definitely seen a rise in the number of people looking for halal-certified beauty products," says PHB's Rose Brown, who is the daughter of UB40 drummer Jimmy Brown. "I come from Birmingham, one of the UK's most multicultural cities, and wanted to provide a range that suits a wide variety of people's beliefs. The word halal means 'permissible', so halal-certified cosmetics are made in accordance with values and processes that are permissible to people who follow the Islamic religion."

Amara Press Eye Shadow Quad in Drama Eyes, \$37.

Clockwise from above: **Fat Face** Body Butta, \$29.90; **Ecology** Revitalising Day & Night Cream, \$39; **The Jojoba Company** 100% Natural Australian Jojoba, \$29.95 (85ml); **Araza Natural Beauty** Coconut Lipgloss in Dahlia, \$31, 7 in 1 Coconut Crème Foundation, \$60, and Long-Wear Raspberry and Citrus Infused Eye Color in Sundance, \$28.

SKIN DIET: HALAL

SKIN DIET: PALEO

TRANSLATION: Unrefined wholefoods and animal fats. **THE LOWDOWN:** Paleo diets may have famous followers such as Jessica Biel, Megan Fox and Uma Thurman, but the relative newness of the trend means just a handful of niche beauty brands are offering paleo products. Formulated according to the diet's ethos of wholefoods with minimal processing, paleo cosmetics use tallow as their star ingredient. Often sourced as a food industry by-product from organically raised livestock, animal fat is being hailed for its natural moisturising properties. **NAMES TO KNOW:** "Grass-fed organic tallow is the hero ingredient in our creams because it's rich in the same kinds of fats found naturally in healthy, youthful-looking skin. It contains vitamins A, D, E and K, and Omega-3s and Omega-6s," explains Crystal Fieldhouse, founder of Australian paleo skincare brand Ecology Wholistic Skin Care. "More than any other ingredient, tallow closely mimics the oils our skin naturally produces. As we get older, we produce less of these oils, so tallow is essentially giving back to skin what time takes away. People often notice their fine lines smooth and plump out when they use our skincare."

SKIN DIET: RAW

TRANSLATION: Beauty products made fresh and at low temperatures.

THE LOWDOWN: Upmarket food destinations such as The Plant Gallery in Bondi are changing the image of plant-based eating, along with a host of luxe raw skincare brands, which formulate their products below 48 degrees

Celcius in the belief of maintaining nutrient potency. **NAMES TO KNOW:** This LA-centric beauty trend boasts celebrity fans including Gisele Bündchen, Julianne Moore, Amber Valletta and Liv Tyler — some of Kat Burki skincare's many A-list clients — and Kate Hudson, who uses The Body Deli's daily blended raw products, which look more like juice shots and smoothies than skincare.

Outside the US, raw products can be sourced from Canadian brand Odacité, which express-ships globally to ensure freshness, and Australia's The Beauty Chef, whose concoctions undergo a special fermentation process to increase the bioavailability of ingredients.

"Raw is about not overprocessing the vital nutrients and antioxidants," explains Kat Burki, a former designer, nutritionist and healthcare lawyer. "Heat and overprocessing not only changes the cellular structure of the nutrients so they are not absorbed as rapidly but also reduces the overall efficacy and nutritional power. Just as our bodies run better and look better from proper nutrition, our skin radiates health, rejuvenates and heals from good skincare."

From top: **PHB Ethical Beauty** Skin Perfect Gel, \$29; **Inika** Liquid Foundation in Honey, \$65, and **Light Reflect** Highlighting Crème, \$39; **PHB Ethical Beauty** Brightening Serum, \$29.

From top: **Odacité** Acai-Rose Serum Concentrate, \$71; **RMS** Tinted Un Powder, \$49, and **Living Luminiser**, \$50; **The Beauty Chef** Dream Repair Serum, \$69.95.