

ON TOPIC | SKIN DEEP

## A GREEN SWEEP

As natural beauty transitions from trend to lifestyle, skincare formulators and spa professionals are cleaning up their ingredient lists and gaining clients in the process. **BY MAYA STANTON**

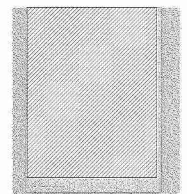
### THESE DAYS, YOU CAN'T STEP FOOT IN A DRUGSTORE BEAUTY AISLE WITHOUT

being inundated by products advertising all-natural, organic, green-induced miracles—brands and consumers alike can't seem to get enough, and the data looks like it backs up the anecdotal evidence. The millennial affinity for a more natural approach has been well established, so it shouldn't come as a surprise that three in four women ages 18 to 34 say that buying products with green ingredients is important to them, but according to the third annual Green Beauty Barometer, a Harris Poll conducted for Kari Gran, eco-friendly goods are making gains with older age groups, as well. Meanwhile, NPD Group's 2017 Women's Facial Skincare Consumer Report found that a growing number of U.S. women use facial products that are hypoallergenic, formulated for sensitive skin, and/or fragrance free; nearly half seek out products with natural or organic ingredients; and 40 percent look for those without parabens, phthalates, sulfates, and gluten. This movement toward natural beauty is ultimately reflected in the participating brands' bottom line. Per NPD's retail point-of-sale data, prestige skincare brands touting wellness or natural ingredients increased their sales by 13 percent last year, more than double the overall market growth, representing nearly a quarter of total skincare sales to the tune of \$1.3 billion. Not only that, a sizable chunk of the women surveyed for the Green Beauty Barometer revealed their intentions to buy more green products over the next two years, so there's a strong likelihood that those gains will continue. "There has been a titanic shift over the past decade in consumer awareness of the problem of unsafe chemicals in cosmetics," says Janet Nudelman, director of the Campaign for Safe Cosmetics (CSC), a project of Breast Cancer Prevention Partners that pushes for more stringent legislation on personal-care products. "That increased awareness has led to a change in purchasing practices, with consumers now voting with their pocketbooks in favor of safer products, and the rapid growth, in response, of the safe cosmetics industry." ●

## cleaning HOUSE

As an industry that champions overall health and wellbeing, the spa sector has embraced the detoxification initiative. "We develop formulations for brands sold in the spa market, and there's an increased number of spa partners and entrepreneurs requesting that commonly used ingredients be excluded from their products, from certain surfactants and emulsifiers to petroleum-sourced preservatives to synthetic fragrances and colors, and, in some instances, silicones and even specific plant or algae species," says Irena James, vice president of product development at YG Laboratories and instructor of cosmetic sciences for UCLA Extension. "It's becoming very difficult for brands in the spa and professional skincare market to remain competitive with formulations utilizing parabens, formaldehyde donors, and phthalates," she says.

Indeed, from big-picture body wraps and scrubs to the detail work of manicures and pedicures, spa-goers are enthusiastically adopting the green esthetic. "People are looking for things that are going to be more nourishing to their nails, because they're concerned with health and wellness and beauty and that whole integration," says Shel Pink, founder of SpaRitual. "These are more enlightened consumers who have changed out their home-cleaning products for healthier options, they're eating better, they're looking at skin- and bodycare that have more healthy ingredients, so of course the next thing would be, 'What about my nails?' It's a holistic proposition." ●



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