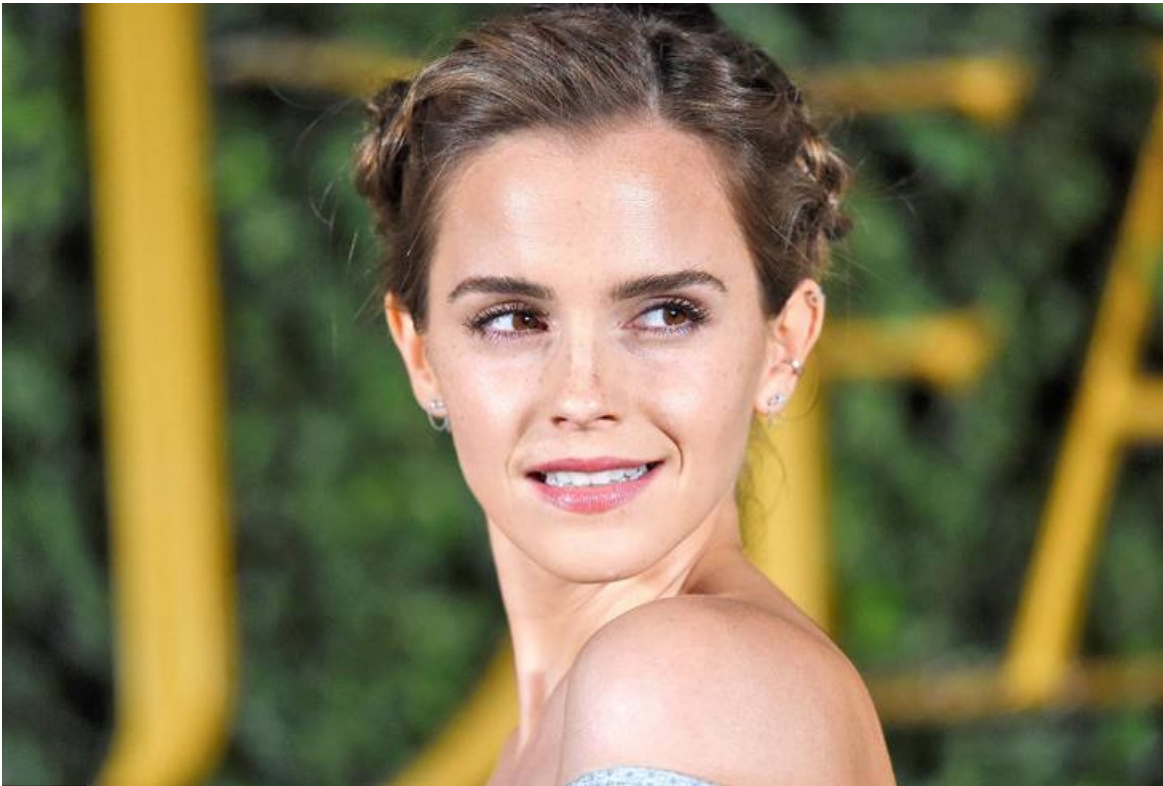




## The Unstoppable Rise of Clean Beauty and the Celebs Betting Their Careers on the Movement: An Insider's Look



Health is the number one reason women switch to clean beauty. A recent **Harris Poll** survey discovered that 59 percent of women over the age of 35 say buying green beauty is important to them, while 73 percent of millennial women seek out cleaner, all-natural products.

<http://www.eonline.com/news/841283/the-unstoppable-rise-of-clean-beauty-and-the-celebs-betting-their-careers-on-the-movement-an-insider-s-look>