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Safety is luxurious, as this natural beauty brand shows

by Brittany Shoot @brittanysshoot MARCH 4, 2015, 7:00 AM EST

Besides La Mer, True Nature Botanicals has competitors in the all-natural beauty products. For example, Kari Gran, an eponymous eco-friendly skincare line that launched in 2011 and is now stocked by Sephora, just announced 2014 year-end gross revenue of \$500,000, a 200% YOY increase. The company's co-founder and namesake, Kari Gran, battled an autoimmune disorder that, like Peterson, gave her the same pause and passion to create a holistic skincare solution.