

# A WILD DOVE

## BEAUTY RITUALS - ERIKA BLOOM

WELLNESS



She's a mama, Founder of Erika Bloom Pilates, a wellness practitioner and member of our Flock. If that weren't enough, Erika Bloom does it all with a glow that emanates from the inside out. She's the embodiment of the lifestyle she touts - one of all natural, organic living, from her food to her shampoo. We asked Erika to talk through her beauty rituals with the hope that we'll maybe get her glow. Read on below.

Our inner health and happiness is reflected in the glow of our skin, the strength of our hair, our expression. My primary focus in my beauty routine is good sleep, low stress and clean eating. I complement this with skin and hair care rituals encompassing beautiful, luxurious, natural products. I absolutely love the experience of moving through the many steps of cleansing, treating and hydrating.

I choose my products starting from the premise that I would never put something on the outside that I wouldn't put inside. We absorb the products we use through our skin. Essentially, if I wouldn't eat it, it doesn't go in my beauty cabinet. Luckily, there are so many amazing, effective products that satisfy this.

My days are busy. I'm always moving, whether it be exercising, teaching clients or playing with my two children, so throughout I need to refresh my hair and skin. I add smoothness to my hair with Kapuluwan Raw Organic Coconut Oil. I tone my face with Tammy Fender Essential C Tonic. I hydrate and give my face a dewy glow with either Herbivore Rose Hibiscus Coconut Water Hydrating Mist or Tata Harper Hydrating Floral Essence.

Natural deodorant is a must. Going from a chemical anti-perspirant to a pure product can be a hard transition but if you manage odor with clean eating and low stress and find the natural deodorant that works with your body chemistry, then you'll find success. For me it's Agent Nateur's holi (stick). It goes on clear and keeps me fresh.



True Botanicals Hydrating Cleanser | Tata Harper Rejuvenating Serum |  
Tammy Fender Essential C Tonic

My nightly face routine starts with cleansing with True Botanicals Hydrating Cleanser. It naturally hydrates with oils while still removing makeup and impurities. It has been amazing for preventing breakouts without drying out my skin. In the morning I start by toning with Tammy Fender Essential C Tonic. Aloe, Green Tea, Vitamin C, Ginseng and Bergamot restore and feed my skin.

Next is a facial mist. The ritual of surrounding myself in a cloud of essential oils is so calming and centering. It also treats the skin and preps it to absorb my serums. I use the Nutrient Mist from True Botanicals. It contains algae extract to replenish and kombucha to restore balance.

My favorite serum (and desert island product) is Tata Harper's Rejuvenating Serum. I can wake up puffy and creased, put this on and look like my best self pretty instantly. It's packed with effective natural ingredients that improve tone, texture and lines. I love how it feels and smells and how it works under makeup.



Last, I dab on a facial oil. Right now I'm using Suti's Rejuvenate Organic Face Oil. It's chock full of amazing ingredients including rosehip seed oil, evening primrose oil, argan oil, sandalwood, frankincense and neroli. It adds glow for day and deep balancing hydration for night. The essential oils lift my mood and help me sleep.

A few times a week I take the time for a mask. Herbivore's Brighten mask improves the color and clarity of my skin. Josh Rosebrook's Cacao mask is genius at clearing and shrinking pores. The beauty of using natural products is that they don't just make the skin look better, they actually make it healthier. Many chemical products coat the skin to make it appear smooth but they aren't actually improving quality or truly hydrating. It makes me feel good to choose things that are good for my insides and outside and that really work.

My body and hair routine is rooted in the same natural principles as my face care. Pre-shower I dry brush with gloves for skin exfoliation and improvement of lymph flow and circulation. I wash and condition my hair with products from John Masters Organics, Rahua and Innersense. Then I use a leave in conditioner from Innersense. It leaves my hair smooth with a beachy wave. Post-shower I hydrate and nourish my skin with Tammy Fender Bulgarian Lavender Body Oil. Lavender essential oil is so calming for me and I love its subtle scent.

If I need to transition to an after work meeting or event, I add lift to my hair with Rahua Voluminous Dry Shampoo and add scent with LURK oil or Tata Harper Love Potion. They smell amazing and enhance my mood and health with pure essential oils.

The self-care component of using these products is such a part of my wellbeing. I am so grateful to these amazing brands for creating products that are so pure, so effective and so beautiful. And because my products are natural and non-toxic, I can snuggle and hug my children knowing that they are being exposed to healthy ingredients as well.



As modern mamas living in the *over* information age, (where everyone is an expert and parenting opinions are shared as freely and easily as an Instagram post) it can be tough to filter through the white noise to find the facts. Naturally, we'd love to consider ourselves wise in all sorts of ways, but the truth is sometimes we're scrawling SOS in the sand. Good thing we've got the guidance and expertise of our own personal rockstars: the people who inspire us on the daily. Our rockstars (our *flock*) are enthusiasts, professionals and influencers in the fields of wellness, travel, education, style—the list goes on. Each one brings a profoundly different perspective to the table, one informed by their own experiences and outlooks. And that perspective is priceless. They say it takes a village...we say it takes a flock.