

## Do You Know Where Your Beauty Products Come From?

From creating eco-friendly packaging to encouraging recycling to donating a portion of sales to green causes, beauty brands are stepping up their green efforts. Tammy Fender, the Palm Beach-based holistic esthetician behind Tammy Fender Holistic Skin Care & Spa, helped pioneer the farm-to-face movement by tracking her ingredients from seed to harvest, ensuring that they are organically grown with a commitment to sustainability and carefully monitoring the quality of the soil and water. Rituals is helping their customers slash their carbon footprint with their new refill version of their popular body cream that allows you to discard a bio-degradable insert and purchase a new one without disposing of the packaging. For their new fragrance Terre de Lumiere, L'Occitane worked with a certified-organic beekeeper to ensure that 100% of the honey is organic to protect both the bees and their environment. Uma follows Ayurveda philosophies, and that includes living in harmony with the planet. That's why they exclusively practice organic farming, cycle back the water used in their distillation process into the farms they grow their crops in, and their essential oil distillery is self-sustaining and has machinery that converts waste product back into reusable fuel. AHAVA also has a water recycling process, and all of the 100% vegan company's products contain ECOCERT ingredients, all packaging is recyclable, and they are the only company allowed to mine the Dead Sea Mud because the Israeli government considers them one of the top protectors of the region. Other brands are simply trying to immerse their customers in nature. That's why the Dove Men+Care Elements Treehouse was built at the base of Lookout Mountain in Chattanooga, Tennessee, inspired by their new Elements products line that embodies the great outdoors.

Ultimately, fair trade beauty products aim to enrich the lives of everyone they touch. "The Body Shop focus on 'Enrich Not Exploit' has been expanded to knowing everything there is to know about supply chains," Mann explains. "I can tell you where the tea tree oil came from in that shampoo, I can tell you the farmer's name, her husband's name, and we know the kids' names as well. We should know where the ingredients come from. There are lots of ways to start to understand that sourcing is sustainable. The Body Shop's program is very good for teaching and showing the rest of the business how you can move forward with sustainability. It's not always easy, but it's very fulfilling. You sleep a bit better at night knowing that you've done something."