

THE/THIRTY

The Surprising New-Age Trend
That's Infiltrating Beauty
Treatments Everywhere



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While I've collected many items from Tammy Fender's excellent, plant-based skincare line over the years, the esthetician's IRL treatments are nothing short of legendary in the beauty editor community. So naturally, I jumped at the chance to meet with Fender when she made a stop in Los Angeles earlier this year. That's not to mention that as someone who is highly fascinated by herbalism and the therapeutic power of plant medicine, I was honestly just excited to pick the skincare guru's brain—especially since Fender is essentially one of the earliest pioneers of the green beauty movement.

"Over 25 years ago, I very quickly woke up to the realization that many of the commercial, chemical-based beauty products that my clients were using were actually causing damage to their skin and I was determined to find a better way," she says. It's a testament to the recency of plant-based beauty's mass appeal that just two decades ago, Fender's only alternative was to get scrappy. "I began custom-blending skincare formulas in my kitchen," she says. "Happily, word spread, and we slowly grew the collection."

Fender's in-person facial treatments incorporate elements of herbalism, aromatherapy, and energy work. Before she got to work on my skin, we sat together as I sniffed and selected my preferred essential oils, discussed their benefits, and how they might balance out my mood and wellbeing that day. Fender believes that this collaboration is crucial to maximizing the impact of every treatment. "Every ancient healing modality relies not only on the expertise of the practitioner but the sincere participation and the partnership of those who were being treated," she explains. "When we work together at this deep level, engaging self-awareness and intuition to activate healing, the results are simply stunning, and they last."

Like so many of her contemporaries listed here, Fender believes that her practical work as an esthetician really allows her to facilitate something much deeper to her clients. "I work through the skin, but I treat each person holistically," she says. **"I've found that a sense of joy and happiness, or simply coming into energetic balance, hugely impacts the way we perceive beauty and that working with clients on these deeper levels is also profoundly effective in healing the skin.** I guide clients through the small shifts and lifestyle changes that allow vibrancy to shine throughout their lives."

Sure enough, I left an hour later feeling both radiant and empowered—because I, too, had played a vocal role. And I realized that perhaps the real appeal of these kinds of hybridized alternative beauty treatments is that they finally blur the longstanding divide between active practitioner and passive client. After all, true wellness is an expression of autonomy—sometimes, it just takes a really insightful hairstylist (or facialist, or tattoo artist) to help us dig into to that self-realization.