

# BEAUTYCOUNTER IN THE PRESS



beautiful!

## A GORGEOUS FUTURE

You want to look great while respecting the planet, right? Here's some good news: The beauty industry is undergoing an earth-first makeover.

BY APRIL LONG

### THE CLEAN BEAUTY VISIONARY

Since its inception in 2013, Beautycounter has become one of America's most trusted sources for cleaner skincare and makeup. Founder Gregg Renfrew's top goal is ingredient safety (the company's do-not-use list includes approximately 1,500 chemicals), and she views sustainability as intrinsically linked to that mission. "We're committed to making decisions that are based on scientific research, but given the large data gaps around safety and sustainability, it's extremely complicated," Renfrew says. To help close those gaps, Beautycounter partners with researchers and universities, and has screened more than 1,000 ingredients for their effects on our health and the environment. Meanwhile, Renfrew is advocating for increased federal oversight to help clean up cosmetics: She and her team have met repeatedly with D.C. lawmakers to lobby for legislation like the Personal Care Products Safety Act, which would give the FDA the power to, among other things, regulate potentially harmful ingredients.

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MAGAZINE

APRIL 2019