

What to Look For in the Drugstore...

For ages, the so-called naturals section of your basic drugstore was a half-aisle at best, but recently big-box stores and mass beauty brands have made changes that may make a big impact on the environment—and perhaps your health:

CVS announced it was taking certain chemicals out of more than 600 of its store-brand beauty and personal care items.

Target bulked up its already impressive natural offerings with a host of beloved indie brands like W3ll People, Sailor by Captain Blankenship, and Little Seed Farm.

Walmart started demanding ingredient transparency from beauty suppliers, and committed to reducing its chemical footprint by 2022.

Green-beauty darling **Burt's Bees** launched its first full natural-makeup line, which includes bold lip crayons.



Garnier introduced Whole Blends, a line jam-packed with nature-inspired ingredients.

Procter & Gamble acquired cult favorite aluminum-free Native Deodorant, and **Unilever** snatched up super-popular Schmidt's Naturals.

Beauty giant **Unilever** also unveiled Love Beauty and Planet, a hair and body care line entirely without parabens, silicones, and dyes—and in bottles made from 100 percent recycled plastic.



Is Congress Doing Anything to Help?

Not yet, but Gregg Renfrew hopes to change that.

When Gregg Renfrew saw *An Inconvenient Truth* in 2006, it was a major wake-up call: "That was the first time I became aware that my lifestyle was detrimental to the earth," she says. Renfrew ran with that knowledge, transforming into the Khaleesi of the clean-beauty movement. Her obsessively nontoxic skin care and makeup company, Beautycounter, makes everything from mascara to sunscreen and has nearly 30,000 independent consultants who sell the line and are passionate activists for cleaner cosmetics. Renfrew has brought the fight to Washington to change legislation so all cosmetics become safer: "We've had over 500 meetings on Capitol Hill, with members from both sides of the aisle," she says. And the brand helped weigh in on the Personal Care Products Safety Act sponsored by senators Dianne Feinstein (D-Calif.) and Susan Collins (R-Maine), which would require companies to disclose exact amounts of their ingredients to the FDA.

...And at Our Favorite Specialty Shops

The skin care offerings run particularly deep at the San Francisco-based **Ayla**; evening events can include skin consultations from celebrity facialist Kristina Holey or chemistry teacher turned skin care guru Marie-Veronique Nadeau (aylabeauty.com). **Credo** offers an expansive range of luxury lines (Tata Harper, De Mamiel) with shops in Chicago, Boston, NYC, San Francisco, San Diego, Los Angeles, and Plano, Texas. Its founders helped launch Sephora in the U.S., so expect more stores (credobeautey.com). Formerly a Harlem store, **Vivrant Beauty** is now an e-boutique that carries an array of clean-beauty products geared toward women of color. Its hair products are exceptional—like Girl + Hair, a natural scalp-nourishing line designed for braids and weaves (vivrantbeauty.com). **Onda** is an organic-minded New York City spa that houses a skillfully curated selection of good-for-you products, with insider favorites like Amazonian hair care line Rahua. Plus, Onda's in-house natural facial treatments are next-level (ondabeauty.com). **The Detox Market** is a sleek outlet with new locations in Toronto and L.A. that is starting its own box service, with a reduced-price nontoxic skin care product shipped to subscribers every month (thedetoxmarket.com).