

ECO-FRIENDLY PACKAGES

It's not just what's on the inside that counts. Consider products that cut down on environmental waste too.



1. Made with 100 percent recycled paper-and-cardboard carton and a thin plastic liner, this bottle uses 60 percent less plastic than a standard one.

Seed Phytonutrients Body Moisturizer, \$24, seedphytonutrients.com

2. Garnier's shampoo is produced in a low-waste facility with 50 percent post-consumer recycled material.

Garnier Fructis Sleek and Shine Shampoo, \$4.50, drugstores

3. Most bottle labels can't be removed in the recycling process, which limits their reuse. This one has a special adhesive that removes cleanly to guarantee a second life.

Love Beauty and Planet Smooth & Serene Conditioner, \$9, lovebeautyandplanet.com

4. Unlike plastic toothbrushes, a plant-based one (made with bamboo and vegetable oil) is biodegradable.

Brush With Bamboo Plant Based Organic Bamboo Toothbrush, \$20 for 4, amazon.com

5. This hairbrush is made from an all-natural, biodegradable plant starch that will break down in a landfill within five years.

WetBrush Go Green Detangler, \$13, thewetbrush.com

6. Use a do-it-all balm to soften lips and cuticles and even tame frizz. And when the paper tube is empty? Compost it!

Earth Tu Face Skin Stick, \$34, earthtuface.com

Natural SHE-E-Os

Three women whose brands are influencing the green beauty biz in big ways



THE ACTIVIST
Gregg Renfrew, founder and CEO of Beautycounter

► Renfrew is dedicated to setting new safety standards in the beauty industry via her brand and advocacy efforts in Washington, D.C. In March, she hosted 150 women in D.C. to lobby for more stringent federal regulation of cosmetics.



THE DATA DRIVER
Hillary Peterson, founder and president of True Botanicals

► Most natural lines can't perform the same clinical trials that mass brands do, but Peterson is changing that. Her brand makes products based on scientific research and runs independent clinical trials to confirm their efficacy.



THE LOCAVORE
Tata Harper, founder and co-CEO of Tata Harper Skincare

► Meet the queen of small-batch, locally made skin care. The majority of the products in Harper's line are formulated with ingredients from her Vermont family farm, then manufactured in their adjacent lab.



3 Trending Ingredients to Try Now



- Open your Amazon App
- Tap on the camera icon
- Choose SmileCode
- Scan to shop!



Chlorophyll

"It slows bacteria growth and promotes skin healing," says Lamees Hamdan, MD, founder of Shiffa skin care.

BioClarity Hydrate Skin Smoothie, \$20, amazon.com



Seaweed

"Rich in nutrients, it can boost collagen production and temporarily tighten skin," says Dr. Hamdan.

Osea Hyaluronic Sea Serum, \$88, oseamalibu.com



Yucca

A member of the succulent family, this desert plant's extract helps to cleanse and purify pores gently.

Tata Harper Clarifying Cleanser, \$68, tataharper.com