



RISE OF THE NATURALISTA

Saving the planet has never looked so good. Meet the new wave of natural products taking on the world of high-tech beauty...

Words by *FIONA EMBLETON*

Habit is a funny thing isn't it? We cleanse, tone and moisturise on autopilot, but what impact is our daily beauty routine having on the environment? A monumental one as it turns out. Mercifully, the landscape of planet-friendly beauty has had a complete overhaul in recent years, shrugging off its homespun reputation for suspect-smelling oils and putting the chic back into hippy-chick. Indeed, the global natural-cosmetics market is expected to reach a value of \$48.04 billion (Dhs176.43 billion) by 2025, with skincare's most-effective ingredients now more likely to come from plants than petri dishes. And, as these trends prove, there are so many sophisticated options out there, it's enough to make even premium-beauty lovers purr with delight...

INVEST IN 'CLEANICAL' SKINCARE

Clean beauty is poised to make its biggest move to date by marrying up with clinical science in order to fight for the privilege of erasing your wrinkles. Leading the charge is Codex, where ingredients that are either wild-harvested or recreated using biotechnology bump up against pharmaceutical-grade manufacturing processes. "In the end, a formulation has to perform," says founder Dr Barbara Paldus. "Publishing clinical data and taking a scientific approach to ingredient sourcing and product efficacy builds consumer trust." Meanwhile, Seed To Skin sources ingredients from its own certified-organic farm, and uses an advanced molecular delivery system to ensure products like The Manuka Nutri-Mask spark change in your skin. And for Biossance the reason for creating a botanical version of squalene is two-fold. By growing a 100 per cent plant-based alternative from renewable sugarcane, you get a superior hydrating ingredient but without the loss caused by sourcing squalene from shark's liver.

Biossance Squalane + Vitamin C Dark Spot Serum, Dhs533; Codex Anti Brightening Moisturizer, Dhs312; Seed To Skin The Manuka Nutri-Mask, Dhs451



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Pinch of Colour Sugar & Spice Matte Velvet Lip Colour Set, Dhs129; Keys SoulCare Be Luminous Exfoliator at Cult Beauty, Dhs111; Versed Found The Light Powder with Vitamin C, Dhs75



Unlike green beauty, which focuses on sustainability, new offshoot blue beauty addresses the impact packaging has on our oceans. "Many green brands fail to address the most harmful consequence of the cosmetic industry: excess plastic pollution," warns Sarah Jay, creator of the 2019 *Toxic Beauty* documentary. "Every year, 8 million tonnes of plastic are dumped in the ocean, killing marine life and eventually making its way into our food chain." Reusing and switching to glass are the obvious answers here, bringing the industry one step closer to zero waste. To this end, Khali Min (meaning 'free from' in Arabic) is already product perfection, housing ingredients indigenous to Egypt in glass bottles and compostable packaging. Dior Rouge Dior Lipstick and Tata Harper Water-Lock Moisturiser now come in slick refills, while Ren Clean Skincare Atlantic Kelp & Magnesium Anti-Fatigue Body Wash is one of the first made from a recycled bottle containing 20 per cent reclaimed ocean plastic.

Khali Min Rescue Oil, Dhs192; Ren Clean Skincare Atlantic Kelp & Magnesium Anti-Fatigue Body Wash, Dhs95; Tata Harper Water-Lock Moisturiser, Dhs300; Dior Rouge Dior Lipstick, Dhs185



Aurelia Probiotic Skincare The Probiotic Concentrate, Dhs426; Esse Probiotic Serum, Dhs255

Perhaps the most unlikely new beauty trend is 'rewilding'. Borrowing from conservation, where nature restores its own ecosystems, this approach is about returning the skin's microbiome to its 'wild' state, teeming with natural 'bugs' and bacteria. The idea is enough to make you itch, but there are more than one trillion bacteria living and snacking on the skin's surface, helping to keep it healthy. Conversely, imbalances in the microbiome, caused largely by our modern obsession with overstripping skin of oil, can trigger myriad conditions, including acne and eczema. "These natural oils feed microbes living on the skin. Removing their food source leaves space for opportunistic species, such as *P.acnes*, to cause breakouts and chronic inflammation," explains Trevor Steyn, founder of live probiotic skincare brand Esse. You'll find three *Lactobacillus* species in the organic Probiotic Serum, while Aurelia The Probiotic Concentrate contains non-live bacteria combined with milk peptides to activate skin's repair process.



RMS Master Radiance Base, Dhs110; Kirsten Kjaer Weis Flush and Glow Duo, Dhs179; Ilia Daylite Highlighting Powder, Dhs147; Saie Mascara 101, Dhs105