

Organic *Beauty*

A woman with long, wavy blonde hair and a purple floral headband is looking upwards with her eyes closed. Her hands are clasped together near her chin. She is wearing a dark, patterned strapless top. The background is a soft-focus outdoor scene with green foliage and bright, circular bokeh light effects.

CHECKLIST

What does going organic mean?

It means:

- ☐ Using products that use natural ingredients, with minimal interference
- ☐ Using ingredients that come from the Earth, or that are related to living things
 - This can mean creating your own organic skincare products
 - Or it can mean using shop-bought organic products

In terms of skincare and beauty, this means looking for organic versions of the following products:

- ☐ Face masks
- ☐ Moisturizers
- ☐ Skin rubs
- ☐ Makeup
- ☐ Sunscreen
- ☐ After-Sun
- ☐ Toothpaste
- ☐ Shampoo
- ☐ And more

Why go organic?

- ☐ Going organic is far cheaper than buying highly processed materials.
 - Because the ingredients are readily available and there are fewer steps to get them to market, they cost less to produce
- ☐ Going organic often means creating your own products – which is highly rewarding

- It's always a conversation starter when you say that you made your lipstick/perfume yourself
- They make great gifts
- They train you to be more creative and resourceful
- Going organic makes you less dependent on companies
 - Never worry about your products being out of stock or discontinued
 - Get the sense of satisfaction that comes from creativity
 - Your items will be completely unique and personal to you
 - Smell EXACTLY how you want to smell
- More important: going organic is better for you
 - Organic products are nourishing thanks to natural vitamins and minerals
 - Organic products do not contain harmful ingredients
 - Common harmful ingredients found in non-organic products include:
 - Parabens
 - Parfums
 - Aluminum
 - Phthalates
 - Estrogenic compounds
 - DEA
 - TEA
 - MEA
 - Ammonia
 - Lead
 - Fluoride
- Going organic is kinder to the environment:
 - Less energy is used
 - Fewer byproducts and toxins are created
 - There is less cruel animal testing
 - It is more sustainable
- The whole "organic ethos" of course extends beyond just skincare products and beauty products
 - Organic gardening

- Organic eating
- Organic lifestyle
 - These things all help to work WITH and to support the planet
- Common ingredients found in organic products include:
 - Almond oil
 - Coconut oil
 - Shea butter
 - Lavender
 - Rosemary
 - Oregano oil
 - Neem
 - Coconut milk
 - Fruit zest
 - Peppermint
 - Beeswax
 - Honey

You can also improve your organic beauty by:

- Getting better sleep
 - Lack of sleep can cause bags under the eyes, pale skin, dry skin, acne
- Eating a healthier diet
 - The right nutrients will help to support a healthy appearance
 - Strengthens skin, bones, teeth, hair, immunity, and more

Organic solutions to skincare and beauty problems can include:

- Getting more sunlight (vitamin D)
- Drinking more water
- Splashing cold water on your face
- Quitting smoking, alcohol
- Avoiding highly processed foods
- Spending more time outdoors

Finally, consider that beauty is actually a sign of health. We look for health in partners because it suggests a healthy mate who can help us pass on our genes.

- ☐ This means that in order to look truly, naturally beautiful, you need to be healthy.
- ☐ That doesn't mean "covering up" your looks with lots of artificial makeup.
- ☐ This is the power of organic beauty: helping you to glow from the inside out.