

Botanical BLUSH

If a stroll through a forest can soothe your soul, what can immersing yourself in nature do for your beauty routine?

WORDS REBECCA DOUGLAS

We're embracing natural beauty products like never before. A 2021 report by the British Soil Association Certification announced a 13 per cent growth in the UK organic beauty and wellbeing market, making it the 10th year-on-year increase, reflecting a trend across the globe.

Consumers are increasingly turning their backs on artificial toxins in our beauty products and embracing the ingredients nature has to offer.

Beauty expert and organic make-up artist Liv Lundelius says plant-based beauty products harness the natural nurturing benefits of flowers, roots, fruits, leaves, seeds and herbs.

"These ingredients are jam-packed with essential nutrients to keep your skin glowing and healthy," Liv says. "From vitamins, antioxidants and minerals to essential fatty acids, you can find anything your skin needs in these natural ingredients."

The trend towards plant-based ingredients reflects our increasing focus on health maintenance.

"(Some) conventional synthetic ingredients have been linked to health problems, including fertility problems,

for example, as they have been shown to disrupt hormones," Liv says.

"The same positive results can be achieved with natural cosmetics without taking the risk of adverse long-term health outcomes."

Clean Skin in a Dirty World author Louisa Hollenberg says botanical beauty products these days are offering science-backed solutions using natural elements.

"Plant-based beauty is becoming more and more popular as people move to a more sustainable and health-conscious lifestyle," Louisa says. "There is a real trend for returning to what our grandmothers or great-grandmothers did or used with the added benefits of modern science."

For some, this switch is prompted by concerns about what certain synthetic ingredients are doing to their bodies.

"There are many people who are sensitive or allergic to synthetic ingredients found in skin and beauty products, so plant-based and natural is a great alternative for them," Louisa says.

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— MAKE-UP ARTIST LIV LUNDELIUS



NEW SENSATIONS

So, what are some of the go-to natural ingredients for those in the know? TV host, author and wellness coach Andi Lew favours healing ingredients used by our Indigenous population, such as Kakadu plum. She is also a fan of olive squalene.

"I love olive squalene," Andi says. "We have squalene (an organic compound) in our skin, but from the age of 30 or so we start to lose those stores." She says olive plant squalene can help replicate what we have.

"It's very nourishing."

International model, presenter and stylist Tasha Homan likes to live a holistic and conscious lifestyle, which includes caring about the products she puts on her skin.

"It's important to me to treat my skin as the organ it is, and my products must protect, nourish and bring homeostasis (stability) to overall wellbeing, which will always be plant-based products," Tasha says.

She seeks out natural ingredients that will nurture her body from the outside in.

"There are so many to name, such as oak root, rose water, and my current favourite, hibiscus," she says. "It's an ingredient that rebuilds collagen naturally, which hydrates and repairs the skin."

BARE ESSENTIALS TOP TO TOE

Natural ingredients are increasingly the star in everyday skin and haircare products

INVIGORATING SCRUB

Salt, fruit, spice and everything nice to smooth your skin.

Thankyou Botanical Cedarwood Clay Body Scrub 200g, \$12.99



SWEET RE-LEAF

Hello hydration thanks to the line-blurring properties of paracress herbal extract and crambe plant oil.

Sukin Purely Ageless Botanical Hydration Elixir 25ml, \$13.97



GARDEN GLOW

Plant-derived glycerin and cucumber extract combine to remove make-up and soothe your skin.

Swisse Skincare Micellar Makeup Removing Cleansing Water 300ml, \$6.39



HERBAL DELIGHT

An aromatic blend of lavender, rosemary and cedarwood improves your hair's manageability and shine.

A'kin Daily Shine Shampoo 500ml, \$18.69



NATURE'S NECTAR

A hydrating and strengthening hair concoction featuring agave, hibiscus and pineapple oil.

Maui Moisture Shea Butter Hair Mask 340g, \$15.99



SEED-UCTION

Seek out your softest self with this exfoliating wonder powered by poppy seeds.

Thankyou Exfoliating Body Bar With Lemon Myrtle & Poppy Seeds 100g, \$2.99



DARLING BUDS

This shampoo has lavender, sunflower and rose geranium oils for a bouquet of beauty benefits.

Organic Formulation Hydrating Mandarin & Rose Shampoo 500ml, \$11.69



TROPICAL PARADISE

A tempting cocktail to enrich dry hands, containing grape seed, hemp seed and jojoba oil.

Natural Instinct Lime + Coconut Hand & Nail Cream 100ml, \$8.49



FULL BLOOM

Look more luminous using this formulation containing olive squalene and extracts of purple carrot root and hibiscus flower.

Andalou Brightening Purple Carrot + C Luminous Night Cream 50g, \$29.99



ZESTY CITRUS

A vegan blend of orange, lime and lemongrass oils leaves you fresh-scented and fabulous.

A'kin Australian Desert Lime & Sweet Orange Deodorant Spray 150ml, \$6.69

