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HOW GREEN IS YOUR BEAUTY ROUTINE?

When it comes to makeup, skin care, and hair care, it's easier to be eco-friendly than you think. We consulted the pros and came up with these simple ideas for doing yourself and the planet good, without compromising your looks.

BY GENEVIEVE MURPHY PHOTOGRAPHY BY NICOLA GARDNER

You've read the reports: The glaciers are melting, the temperature is rising, and the landfills are overflowing. And it's not like you can dodge your worries in the beauty aisles either, with more and more fast being labeled organic or natural, new hype about toxic ingredients, and all that plastic packaging, even the most eco-savvy consumer is likely to be thoroughly perplexed. But navigating the world of cosmetics and staying committed to helping the planet doesn't have to be anxiety-provoking. These expert suggestions and fabulous earth-friendly finds will help you feel like a naturally gorgeous woman in no time.



Aubrey Organics Camomile Luxurious Volumizing Shampoo

CTonics Essential Organic Cleansing Treatment for Hair & Scalp in Passion

Joie Maran Plumping Lip Gloss in Strength and Lip Pencil in Peach

Origins Organics Conditioning Hair Oil

Burt's Bees Extra Eucalyptus Citrus & Grape Root Body Bars

know what "natural" really means Many companies lay claim to the word on their labels—even if the products contain some synthetic ingredients—because there's no standard definition of the term, says Michael Herndon, a spokesman for the FDA, which regulates the cosmetics industry. So what's a girl who wants a truly botanical experience to do? Look for the Burt's Bees Natural Standard seal, born from an initiative developed by the all-natural beauty company Burt's Bees. Products with this label bear an agreed-upon definition of natural (as determined by Burt's Bees and the Natural Products Association, a group of more than 10,000 like-minded natural-care companies): At least 95 percent of the products' ingredients must be renewable, meaning once they're picked, they can easily be grown again. In addition, they can't contain any synthetics suspected to have potential health risks. To find a complete list of items—like Burt's Bees Body Bars (\$4; burtsbees.com)—bearing the Burt's Bees Natural Standard label, log on to burtsbees.com.

realize not everything is wholly organic The USDA allows the designation "100 percent organic" only for products that are purely organic, meaning their ingredients are grown without pesticides or synthetic fertilizers. Keep in mind that products identified as simply "organic" have at least 95 percent organically produced ingredients, while those that contain at least 70 percent organic ingredients may use the phrase "made with organic ingredients" on their labels, says Joan Schaffer, a spokeswoman for the USDA. Even items that don't meet any of these standards may call out individual ingredients. They could say "contains organic lavender," which means lavender is the only organic component of the product. **A few picks rich in organic ingredients:** **Yara Cacta Lavender Oil (\$13; auracacia.com) is 100 percent organic and can be used to create a relaxing bath;** Origins Organics Conditioning Hair Oil (\$23; origins.com) is 98 percent certified organic; CTonics Essential Organic Cleansing Treatment for Hair & Scalp in Passion (\$25; ctonics.com) contains organic botanical roots; Joie Maran Plumping Lip Gloss in Strength (\$18) and Lip Pencil in Peach (\$16; both at joiemaran.com/cosmetics.com) are infused with organic argan oil; and Aubrey Organics Camomile Luxurious Volumizing Shampoo (\$10; aubrey-organics.com) is made with organic aloe vera.

consider biodynamic options Sure you've heard about products that are all-natural or organic, but what is the term biodynamic all about? Sometimes referred to as organic-plus, the biodynamic method goes one step further than chemical-free organic