

THE SHOPPING MAGAZINE FOR NATURAL LIVING

better nutrition

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ANNUAL **best** OF **beauty** AWARDS ISSUE

Your Guide to Getting Gorgeous



85 natural & organic personal care products—from bath and body to hair and makeup!

best in essential oils/aromatherapy **winner**



Aura Cacia Aromatherapy Body Cream in Patchouli/Sweet Orange

Wake up tired, dry skin and boost your mood with the uplifting scent of Aura Cacia Aromatherapy Body Cream in Patchouli/Sweet Orange.



WIN FREE SAMPLES OF WINNING PRODUCTS!

Welcome to *Better Nutrition's* annual Best of Beauty Awards!
This special section features our favorite personal care products—from bubble bath to mascara to natural hair color



By the editors of *Better Nutrition* and
Sherrie Strausfogel
Photos by Kate Baldwin

Please Note: All "*Better Nutrition*
Try It!" offers are good only
while supplies last.

Natural personal care is a \$2.78 billion business, and one of the fastest growing categories in natural products store sales, according to a recent *Natural Foods Merchandiser's* Market Overview. Natural cosmetics consumers are motivated not only by their own health, but by making buying choices that protect the environment. Savvy shoppers know that "green," "organic," and "ethical" are more than fashionable, they make sense. Who wants to put products full of potentially harmful chemicals and synthetics into and on their bodies?

To help you make sense of the plentiful personal care products on the market, we present our second-annual Best of Beauty Awards (BOBA). After trying countless natural beauty and personal care products, and conducting extensive surveys with natural products retailers nationwide, we put together a list that applauds the products that really work. And we've added three new categories this year—the Top 10 Best New Products, Top 10 Natural Beauty Classics, and our Beauty Editor's Top 10 Favorites—to give you more choices. It is our aim that you discover your personal favorites from our list and spread the word.





Antiaging

1. Packed with cellular-renewal ingredients, **DERMA-E AGE-DEFYING NIGHT CRÈME** helps rejuvenate your skin while you sleep. This moisturizer helps reduce fine lines and wrinkles and prevent future skin damage.
2. Looking and feeling good starts from the inside. **DIAMOND HERPANACINE DIAMOND ÉTERN-L** nourishes the body with potent antiaging nutrients, such as alpha-lipoic acid and Resveratrol.
3. Remain fabulous in your 40s with **EMERITA DAY FACE-CREAM**. Gain firm and toned skin with this pH-balanced and unscented cream, which is specifically designed for women over age 40.
4. For smoother skin, turn to **NUTRA-LIFT GRAPE SEED FOAMING FACE POLISH**. This polish removes dead cells and unblocks clogged pores with antioxidant-packed grape seeds.

try it!

Derma-e Age-Defying Night Crème: This ultimate Age-Defying Night Crème is an advanced formula containing super antioxidants astaxanthin and Pycnogenol. Ten lucky readers will win a free jar. To enter, email your name, address, and phone number to info@dermae.com. Please specify "BOBA Try It! April" in the subject line.

Baby Products

5. Make bathing a relaxing experience for you and your baby. **AURA CACIA CALMING MILK & OATH BATH** contains gentle, safe oat and milk powders and essential oils that help soothe babies.
6. **HUGO NATURALS SHEA BUTTER CHAMOMILE SHAMPOO & BABY WASH** uses aloe, calendula, and arnica, which keeps your baby's skin soft and healthy. Plus, the scent is heavenly.
7. Need a gift? You can't go wrong with the **WELEDA CALENDULA BABY STARTER KIT**, which includes all-natural cream, diaper care, lotion, oil, and soap.

Bath

8. With its extra-long-lasting bubbles, **CANUS GOAT'S MILK FOAMING MILK BATH** will leave your skin feeling soft and renewed — the perfect indulgence after a long day.
9. Dream yourself away to the south of France with **EO FRENCH LAVENDER BATH SALTS**. They soften and cleanse, while drawing toxins from the body.
10. Fresh and silky feeling, **GIOVANNI CLEANSÉ BODY WASH IN CASSIFLEUR WHITE TEA**, feels as great on your skin as it looks in your shower.