

The Path to Perfect Skin

For most women finding the right beauty products that help fight blemishes, cure tired-looking skin and reduce a dull complexion can often be difficult. What are the benefits of using organic beauty products to get good skin?

Beautiful skin is something all women desire as we find ourselves lured by the latest beauty products promising to deliver just this. Having dull, lifeless and problematic skin makes you feel both self-conscious and undesirable, affecting your self-esteem and confidence. All women, no matter what their age or skin type, seek to gain a glowing and even complexion, whether their skin is oily, sensitive, dry, or if they suffer from skin conditions. But finding the right product can often become something of a chore.

We're all told to drink more water, do more exercise, reduce stress levels and use certain products, but when this doesn't work we are often left questioning ourselves and waiting for new high-quality products that will give us what we so desperately want and work hard to achieve.

Most products bought from pharmacies can be expensive and neglect to do what they say on the tin. Trying make after make without results, hoping that the latest product will live up to what it is designed to do, often leaves women feeling unsatisfied and downhearted. Companies that encourage consumers to buy

several products that target certain areas, fail to not just focus on specific skin types, but to educate people on what they should be using on their skin, baffling most women with a long list of unrecognisable ingredients.

As women become wise to this and educate themselves, the beauty industry has followed with a much larger choice of organic beauty products both on the internet and in stores, making them more available than they once were and introducing more women to their benefits. The rise in the number of studies into the effect of chemicals in beauty creams and their possible link to cancer has now encouraged women to look to organic products as high-street beauty alternatives.

Shona Stewart, owner and managing director of ethical skincare boutique How on Earth, said, "Research has indicated that organic products can have higher nutritional value, so why wouldn't we want the benefits of that on our skin? As well as the skin absorbing some of what is put on it, certain products also physically enter the body in reasonable quantities, so we should be wary of those."



With thousands of chemicals recently introduced into many beauty goods, using organic products enables women to feel a sense of trust, with ingredients that are natural, free of synthetics and not tested on animals. These products, which are suited to every skin type, also offer women with skin conditions such as eczema and psoriasis natural relief rather than having to rely on chemical products that can cause lasting damage.

For this very reason, Charlotte Vohtz launched West Sussex-based organic beauty company Green People. Driven by the determination to treat her child's severe skin problems, she started to look into treating allergies using a more natural and holistic way, which turned out to be a successful approach.

Additionally, organic beauty products not only provide solutions to improving the skin, but by using ingredients and materials that are sustainable, ethical and eco-friendly they help consumers lead greener lives and provide ways for women to support important matters. "For those who already buy organic food, organic beauty products are the next logical step in seeking an organic lifestyle," argues Charlotte.

It's not solely the use of organic beauty products that can give women perfect skin. "Time is needed, followed by drinking plenty of water," states Jo Ordonez, founder of organic skincare company Earthbound, which was launched 11 years ago.

Taking time to pamper skin is also hugely important, as well as watching the foods you eat, getting plenty of sleep and eating lots of fruit, vegetables and protein.

Love The Skin You're In

Owner of How On Earth, Shona Stewart, who sells leading organic beauty products including Weleda and Pukka, believes one of the best tips to achieving perfect skin is to "try not to touch your face too much, especially if you don't have clean hands. The less bacteria or dirt getting on the skin the better."

She also argues that the skin on the neck and décolletage should be treated the same as your face, and strict attention should be given to the use-by dates on make-up and cosmetic brushes to ensure they are clean.

In order to get the best from your skin, a simple daily routine is key to encourage an even complexion and healthy skin renewal. Overloading your skin with products can often do more harm than good, and knowing what to use on your face is essential to achieving perfect results.

"Cleansing your face twice a day should be a priority. Many people concentrate on removing their make-up at the end of the day, but dust, dirt and dead skin build up overnight so a morning cleansing routine is needed," says Shona.

To do this, she recommends using Weleda's Wild Rose cleansing lotion, which is formulated to gently remove make-up and impurities. Designed for morning and evening use, the lotion is quickly absorbed and leaves skin feeling velvety soft even after it's washed off. For a cleanser that also removes make-up, Green People suggest their Gentle Cleanse, a two-in-one cleanser with aloe vera, chamomile and marshmallow. This hydrating cleanser has a much thicker consistency and should be used sparingly.

Natural Skincare

To follow cleansing, close pores, balance skin and achieve optimum results on the path to perfect skin, beauty experts recommend the use of a toner as part of a daily skin routine. A product that is perfect for first-time users and a great basic for any woman is Earthbound's organic Rose Skin Toner. Light and easily-absorbed, the toner works to freshen and clear skin, leaving it feeling cool and refreshed.

As an alternative to a spray toner, a foaming face wash can be used. Green People's soap-free face wash with green tea and witch hazel is easy to massage onto skin and quick to wash off, ensuring a deep clean and removing impurities.

Women who have less time should use Pukka's versatile Rosewater Toner that can be used as both a toner and facial wash. Featured on How On Earth's website, this highly-adaptable product works to clear blemishes and reduce oil.

To leave skin positively glowing, a facial scrub or mask should be used once a week to enable a deep clean and remove dead skin cells.

To achieve this Jo Ordonez advises using Earthbound's facial scrub. This dry mixture of aduki beans, oatmeal and lavender which forms a soft paste once mixed with water,

leaves skin feeling tingly, soft and clear. Following this, she recommends using Earthbound's Honey and Mud Mask in order to put minerals back into the skin and remove any residing dirt. The soft, easy-to-apply green clay mask leaves skin feeling clean and refreshed.

For skin that is clogged and blocked, it is essential to use an exfoliating scrub that removes dead skin and stubborn blackheads such as Green People's Fruit Scrub. Made from apricot, mandarin and bergamot, the scrub contains small beads and scrubbers that work to gently exfoliate and create natural skin radiance.

To complete your skin routine, beauty experts recommend using a daily moisturiser to hydrate and protect. Known as food for the skin, Earthbound's Rose Cream has an intense moisture, leaving skin feeling smooth and silky. The cream, which literally melts on the skin and has a great texture and sweet-smelling scent, protects from daily elements.

For sensitive and problematic skin, Green People's Organic Base 24 hour cream and How on Earth's Suki Balancing Day Lotion are great for skin that is oily and prone to breakouts. Both are easy to apply and supportive of the skin's natural moisture.

Using these products, along with eating a balanced diet and leading a healthy lifestyle with plenty of help will enable all women, no matter their skin type or age, to keep a smooth and glowing complexion. Although there is no quick fix, implementing a good daily skin routine using cleansers and toners to remove dirt, renewing skin cells with a scrub or mask and hydrating the skin

with a well-balanced moisturiser can lead to perfect skin that everyone dreams of. Leaving skin feeling soft and blemish-free, natural beauty products not only improve the condition of the skin, but help consumers protect the environment by using products that are free of chemicals, renewable and ethically sound, repairing skin rather than damaging it.

Products used



GREEN PEOPLE

Gentle Cleanse Foaming Face Wash
Fruit Scrub
Organic Base No Scent 24hr Cream



EARTHBOUND

Honey Mud Mask
Organic Rose Skin Toner
Facial Scrub
Rose Cream



HOW ON EARTH

Weleda Wild Rose Cleansing Lotion
Pukka Organic Rosewater Toner
Suki Balancing Day Lotion

All can be ordered online from the relevant company. For more information on all products, including price, postage and packaging visit:
Green People: www.greenpeople.co.uk
How On Earth: www.howonearth.co.uk
Earthbound: www.earthbound.co.uk