

REAL BEAUTY

YOUR GUIDE
TO NATURAL
BEAUTY



win!

Turn the
page for a
chance to
win natural
beauty
products!

au natural

Find the style that's right
for your hair type

**HEAD OF
THE CLASS**

Science & nature—
a match made
in heaven

30 natural beauty
products to discover

**great
savings
inside»**

a natural choice

We believe some things are perfect just the way nature made them, which is why we bring you natural skin- and hair-care products for all your beauty needs.



With our help you can look your best from head to toe!



TELL US WHAT YOU THINK FOR A CHANCE TO WIN!

Fill out a short online survey on *Real Beauty* and share your opinions for a chance to win one of four baskets, valued at \$200, from your favourite natural beauty brands.

www.mochasofa.ca/realbeauty



AVALON
ORGANICS

giovanni
ORGANIC COSMETICS

alba
BOTANICA



BEAUTY, NATURALLY

From the time I was tall enough to reach into the top drawer of my mother's dresser, I was hooked — perfumes, cosmetics, powders and conditioners — a bounty of riches for a little girl. I spent hours experimenting with colours and textures, slathering myself in creams and lotions, just hoping that one day I too would have a drawer like that in my dresser: a treasure chest of beauty.

Rather than settle for just a drawer, I became an editor with a "beauty closet," a spaced stocked with enough skin- and hair-care to provide radiant skin and silken locks to a small country. Over the years I found my go-to brands and must-haves for my daily routine. But as time went on I began to change. I became concerned with taking responsibility for how I treated my body and began to look for beauty products that didn't contain potentially harmful ingredients that could be absorbed into my body through my skin. It was with delight, then, that I discovered natural products, moisturizers and hair-care products that could provide me with the same results I had depended on for years, but be natural, pure and often organic.

And so I'd like to welcome you to the premiere issue of *Real Beauty* — a magazine all about the power of natural beauty.

In this issue you'll learn about the science behind natural products, get the goods on hair trends and which one is right for your hair type and find out what foods will keep you looking as good as you feel.

Until next time,

Shauna

➔ When shopping for natural products, look for items that are paraben-free, do not use any petrolatum or propylene glycol, do not contain sodium lauryl/laureth sulfates or other harmful chemicals and are not tested on animals to make sure your body stays safe.



WHERE TO FIND THESE GREAT PRODUCTS

SELECTED PRODUCTS MAY BE AVAILABLE AT:

Shoppers Drug Mart, Loblaws Natural Value, Walmart, Rexall PharmaPlus, London Drugs, Pharmasave, Overweitea, Zellers and fine independent health retailers across Canada including Whole Foods Market and Health First Network

BEAUTY BUZZ

the brush off



Proper oral hygiene can give you more than a sparkling smile — it can even help prevent heart disease. Make sure your mouth stays in tip-top shape the natural way with **Desert Essence Natural Tea Tree Oil and Neem Toothpaste**. Using extract from the neem tree, used for generations in India to clean teeth, along with baking soda and tea tree and flavoured with pure wintergreen oil, it'll keep you smiling!
desertessence.com



DITCH THE ITCH

Alleviate a dry and flaky scalp while nourishing and restoring strength and shine with organic **Giovanni Tea Tree Triple Treat Shampoo** and **Tea Tree Triple Treat Conditioner**. The tea tree invigorates the scalp and helps keep hair healthy.
giovannicosmetics.com



did you know?

Step away from the brush: Even though brushing your hair distributes natural oils (sebum) and makes hair shinier by flattening the cuticles, over-brushing can lead to breakage: A couple times a day is enough to keep your locks luscious.

NATURAL NEWS YOU DON'T WANT TO MISS

CLEAR SAILING

The non-oily formula of **derma e Scar Gel** is infused with botanical extracts to reduce the appearance of scars from cuts, burns and stretch marks to encourage natural looking tissue.
dermae.com



SMOOTH OPERATOR

No matter the season, great legs are on-trend. Easy to use **Alba Coconut Lime Cream Shave** is hypoallergenic and enriched with jojoba, vitamin E and organic botanicals to give you a soothing and smooth shave.
hain-celestial.ca



SKIN DEEP

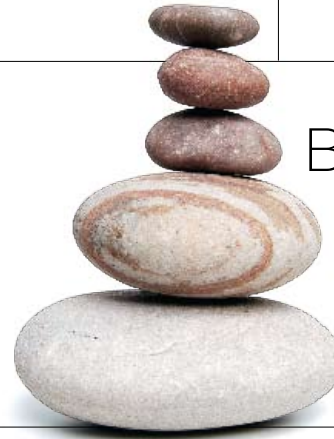
Neutral tones and barely there makeup ruled the runways this spring at Chanel, Celine and Alberta Ferretti. Use **Avalon Vitamin C Refreshing Facial Cleanser**, fortified with vitamin C and organic white tea, and put your best face forward.



hain-celestial.ca

kookoo for kukui nut

Relax with the rejuvenating and restorative properties of **Alba Kukui Nut Organic Body Oil**. Designed to moisturize and calm, it does a body good.



BALANCING ACT

We strive for balance in our lives — work, home life, friends and family. But for your skin, that challenge just got a whole lot easier. To help clear blemishes and reduce breakouts, **derma e Very Clear Problem Skin Moisturizer** uses a blend of herbs including tea tree, willow bark, rosewood and chamomile. ☺



head of the Class

FIND OUT WHO'S BEEN GETTING A'S IN CHEMISTRY AND LEARN ABOUT THE SCIENCE BEHIND NATURAL PRODUCTS

In 2010, natural beauty means far more than flowing skirts and lip balm made in a friend's kitchen. Companies like Avalon, derma e and Alba put their money where their mouth is and are devoting countless hours and millions of dollars to the research and development of products that are not only effective, but are safe to use on our bodies. But does that mean they can actually get the job done without conventional ingredients?

Free of potentially carcinogenic additives such as petrolatum, parabens and sodium laureth sulfate, natural beauty and skin-care products today deliver the results we expect. Here are some of our favourites and a bit of the science behind their success.



◉ *tone look*

CoQ10 sounds more like a bingo call than a vital ingredient in defending against the signs of aging and keeping your skin moisturized, but this compound – found in every cell in your body – is the key element in **Avalon COQ10 Perfecting Facial Toner**. Blended with organic aloe, white tea and chamomile, it's great for all skin types and uses only the cleanest, purest ingredients without pore-clogging mineral oil or propylene glycol.



◉ *renew you*

Thanks to Dr. Linus Pauling, Nobel Prize-winning researcher and chemist, the beauty world's eyes opened to the power of vitamin C. An antioxidant that's vital in the synthesis of collagen, this vitamin is good for more than just a cold. **Organic Avalon Vitamin C Renewal Facial Cream** is designed to offer luminosity and moisture to aging skin is safe and effective without parabens, artificial colours and synthetic fragrances and was never tested on animals.



◉ *all hail aloe*

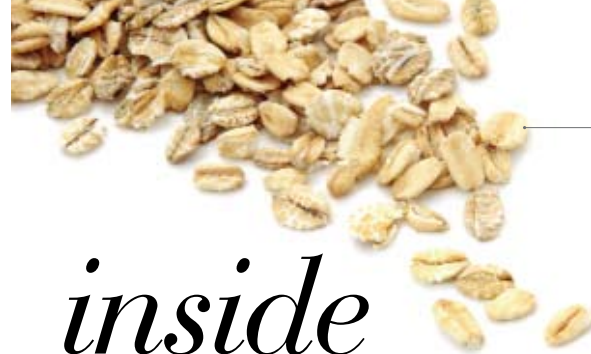
After over 4,000 years of use, it's still unclear how aloe vera works its magic, but the results are undeniable.

With a pH close to that of our own skin, aloe is a healing agent rich in vitamins, amino acids and proteins, and is the signature ingredient in the **Alba Aloe and Green Tea Oil Free Moisturizer**. This moisturizer works to repair free radical damage for all skin types.



◉ *erasing irritants*

The team at derma e uses time-tested ingredients to offer up natural products that can do the heavy lifting. Neem, Burdock, Bearberry and skin vitamins help relive scaling, flaking, itchy and irritated skin and is key in **derma e Psorzema Natural Relief Crème**. ☺



◉ **OATMEAL** Chockablock with B vitamins, oatmeal helps to make your skin smooth and hair shiny.

inside Out

"You are what you eat" is no myth — it's a proven reality when it comes to looking your best. Take care of your body's biggest organ and keep your fridge stocked with foods that keep that keep your skin flawless.

PUMPKINSEEDS Vitamin E and omega-3 fatty acids make these seeds vital in slowing down the aging process when it comes to skin and hair.

OYSTERS Amazing for healthy hair, oysters are a great source of protein and contain zinc, a mineral that can help prevent acne and boost your immune system.

BLUEBERRIES Bursting with vitamin C, antioxidants and free radical-busting agents, they help to stimulate collagen and keep skin looking youthful.

TOMATOES Full of vitamin A, these diet staples help the development of skin cells and the maintenance of skin cell health. They're also rich in lycopene, which can help protect against the effects of UV rays.



OUTSIDE IN

TRY OUT THESE DELICIOUS SKIN- AND HAIR-CARE SOLUTIONS

Avalon Rosemary Shampoo & Conditioner | Believed to stimulate follicles and hair growth, rosemary is the star of the show. It soothes, nourishes and conditions the scalp and hair while clarifying and volumizing with organic extracts.

Desert Essence Organics Vanilla Chai Body Lotion | Green tea, jojoba and vanilla are the natural ingredients in this nourishing lotion, leaving your skin soft and silky.

Alba Pineapple Enzyme Facial Cleanser | Infused with bromelain, the enzyme in pineapple that helps to rid skin of dead cells, dirt and oil, this cleanser — which also boasts aloe vera — gently foams and washes away impurities to leave your skin glowing.

Alba Papaya Mango Body Cream | Papaya and mango are the perfect combination for this soothing body cream. High in beta-carotene, vitamin A and vitamin C, the elements work together to revive collagen and fight the damage to skin done by free radicals. ☺

HAIRAPY

Get in touch with your roots and learn how to tame your mane



dry

WHETHER IT'S FROM HEAT-STYLING, HARSH DETERGENTS OR SUN EXPOSURE, DRY HAIR CAN PUT A DAMPER ON EVEN THE BRIGHTEST DAY.

TREND

LOW SIDE-BRAID

Protection is key when it comes to taking care of damaged locks, so try this easy and elegant style.

HOW-TO: Tease the roots of the hair just at the top of the head to give height, then gather hair to one side and braid. Secure braid with an elastic. For additional volume around the back, use a small jaw clip and tuck it under the hair, just before the braid starts, to hold hair in place. Once secure, pull out a few strands and keep the look loose for a romantic flair.

TRY Giovanni Smooth as Silk Shampoo, Conditioner and Xtreme Protein Hair Infusion.

Formulated for dry and damaged hair, this three-step regimen uses organic sea kelp, chamomile and soybean protein to leave you with smooth and supple strands.



with the season's hottest styles



oily

A DRY SCALP IS OFTEN THE CULPRIT BEHIND OILY HAIR. OIL GLANDS PRODUCE MORE OIL TO TREAT THE SCALP AND THE EXCESS IS TRANSFERRED TO THE HAIR, LEAVING IT LIFELESS.

TREND

HALF-UP, HALF-DOWN Keeping hair off your forehead helps avoid oil transfer from hair to skin. Seen at Chanel for Fall/Winter 2010, this look gives you glamour and helps keep your face sheen-free.

HOW-TO: To get height around the crown, tease at the roots and bring back loosely to retain volume. Secure with bobby pins and keep the bottom natural and loose.

TRY Desert Essence 100% Pure Jojoba Oil for Hair, Scalp and Skin. This multi-purpose, 100 percent natural plant oil, closely mimics your body's natural oils, making it the perfect salve for your scalp and skin.



normal

BLESSED WITH AN EASY TO MANAGE MANE, NORMAL HAIR REQUIRES LITTLE AND GIVES A LOT. IT'S NEITHER GREASY NOR DRY AND IS OFTEN NOT CHEMICALLY TREATED, AVOIDING DAMAGE.

TREND

WAVY Flaunt what you've got, and if you're blessed with natural waves and normal hair, this runway style seen for spring and fall at Chloe and Stella McCartney should be a breeze.

HOW-TO: To enhance your waves, use a large-barreled curling iron and curl 2.5-inch sections loosely, leaving at least four inches from the roots out of the iron. Run fingers through the curls to separate and increase body, and use a light hairspray underneath to give the look added volume.

TRY Desert Essence Organics Coconut Shampoo and Conditioner.

This 100 percent vegan and paraben-free shampoo-and-conditioner combo will make sure your hair retains its natural lustre by using organic coconut to provide intense lustre and, over time, build up the strength of your hair. ☺



THIS PAGE, TOP: HOSSI INTROPRIA OPPOSITE, TOPS: ROBBIE & NIKKI

AGE *of* REASON



*Don't leave it up to fate –
fight aging with natural science*

You may be only as old as you feel, but when you notice a new wrinkle, or realize your skin doesn't bounce back like it used to, you may as well feel 125. But fear not, thanks to extensive research, natural ingredients and the collective desire of aging women around the world, there are products designed to help reduce the signs of aging and keep you looking youthful.

There are two types of aging when

it comes to skin: intrinsic and extrinsic. Intrinsic aging is what happens naturally—sagging, dullness and wrinkles. These signs occur when the natural collagen in the skin diminishes. Skin loses its elasticity, becomes wrinkled and your once-youthful glow becomes a shadow of its former self as the collagen is no longer able to reflect light as effectively.

Extrinsic aging is caused by external environmental factors, including sun exposure and pollution, and it speeds up the already naturally occurring process.

Thankfully, you don't have to leave it all up to genetics and chance. Look for products at your local retailer that feature some of the ingredients listed below, and party like it's 1999.



Vitamin A

Also known as retinoic acid, the active form of vitamin A is absorbed into skin and stimulates cell turnover, so that older cells are removed faster to reveal a fresher looking surface. Ideal for all skin types, **derma e Vitamin A Retinyl Palmitate Wrinkle Treatment Crème** diminishes the appearance of fine lines and wrinkles.

COQ10

This powerful antioxidant helps eradicate harmful free radicals, slowing down the signs of aging. CoQ10 is a naturally occurring compound found in the body. **Avalon COQ10 Wrinkle Defense Serum** can increase skin regeneration and penetrate into skin cells to improve collagen and elastin.

dig in

THE FOODS THAT CAN MAKE YOU LOOK & FEEL YOUNGER



AVOCADO

This fruit can help reduce levels of bad cholesterol in body. It's also a good source of vitamin E and is rich in potassium, which helps prevent high blood pressure.



BLACKBERRIES & BLUEBERRIES

These berries contain phytochemicals known as flavonoids, which are powerful antioxidants and help protect the body against damage caused by free radicals.



GARLIC

According to a recent study, eating a clove of garlic a day, whether raw or cooked, can help protect against cancer and assist in blood thinning, thus preventing heart disease.



WATER

Staying hydrated is important as it allows us to rid our bodies of unwanted toxins and waste. Drinking at least eight glasses of water every day will help you remain healthy. And don't wait until you're thirsty, the sensation diminishes with age.



WATERMELON

A free radical-fighter, the flesh of this fruit contains vitamin A, B and C, while the seeds contain essential fats and zinc.

DMAE

An organic compound, DMAE stimulates cell growth, and when used in a topical application, it works to counteract the aging effect of sagging skin. It is the active ingredient in **derma e DMAE-Alpha Lipoic-C-Ester Crème**, which helps to tone and firm the face and neck area.

Vitamin E

According to a study done by the University of Florida, vitamin E can actually reduce the speed of aging. Providing deep moisture and soothing extra dry skin, **derma e Vitamin E 12,000IU Crème** encourages cellular regeneration and protects the skin's fatty acids and components. ☺

skin is IN

The longest relationship of your life is the one you have with your skin, which protects you from the elements and requires lifelong TLC. Find out how to take care of it, so it can keep taking care of you.



When you're born, your skin is approximately 1mm thick, growing to 2mm by adulthood.

16%

Is approximately how much of our total body weight is due to skin.



The thinnest skin on the body is the eyelid.



We lose up to 40,000 dead skin cells every minute without even noticing.



For skin that feels rejuvenated, try the **Giovanni Organic Cosmetics D:tox System**. Designed to hydrate, purify and replenish skin after a day of braving the elements, this three-step regimen uses activated charcoal and volcanic ash to absorb debris in the **Purifying Body Wash** and **Purifying Body Scrub**. And, to finish off, the **Hydrating Body Lotion** is infused with acai and goji berry to replenish skin's vitamins and minerals. ☺

scent & Sensibility

TREAT YOURSELF TO NATURAL AROMATHERAPY IN YOUR EVERYDAY BEAUTY PRODUCTS



Hippocrates, the father of medicine, seemed to have been onto something when he proclaimed that the way to good health was "to have an aromatic bath and scented massage every day." Although that might not always be possible, with the natural beauty products on the market today, you can inject a little aromatherapy into your routine, from morning to night.

Aromatherapy has been used around the world for more than 6,000 years, but it wasn't until French perfumer René Gattefossé coined the word in the 1920s that we actually had a name for it. Applied to scents ranging from spicy to sensual, the effects of these smells can revive and relax.

Spices that are normally relegated to kitchen duty can also be good for more than just cooking. Great for the nervous system, ginger can aid memory, sharpen senses and soothe nervous exhaustion, which is why it's the perfect way to start your day. Try **Desert Essence Organics Green Apple and Ginger Body Wash** to gently cleanse your skin and delight your senses. It

contains no parabens, artificial colours or petroleum-based ingredients and will kick start your morning.

Looking for a more relaxed approach to the day ahead? **Avalon Lavender Hand & Body Lotion** not only deeply hydrates and provides long-lasting and nourishing moisture to your body, it also contains one of the most popular scents in aromatherapy and is pure and safe for your body. Used in everything from pain relief and treating respiratory disorders such as cold and cough, lavender is a skin-care must-have, thanks to its antifungal and antiseptic properties. It also calms and is used to treat insomnia, depression, nervous tension and emotional stress.

As the day comes to a close, treat yourself to the sensual scent of cocoa butter. **Alba Cocoa Butter Hand & Body Lotion** is a nourishing body lotion, that's paraben-free, has no petroleum based products and is enriched with cocoa butter and vitamin E. A defense against harsh environmental factors, it hydrates your skin with the help of shea butter and kukui, macadamia and flax oils.

THE NOSE KNOWS

A handy guide to popular scents and how they affect your moods

BERGAMOT: Citrus and floral. Good for anxiety and stress relief.

LEMON: Fruity and citrus. Good for energizing.

ROSEMARY: Fresh and spicy. Good for mental clarity and memory.

VANILLA: Warm, sweet and sensual. Good for relaxing.

YLANG-YLANG: Floral and fruity. Good for sleep difficulty. ☺



just do it

You've heard it all before: Green is better, natural is where it's at and you're a bad person unless you go organic. And although those things might be true, our top five reasons to go natural will get you informed, interested and inspired.

pure & simple

Free of harmful ingredients, including petroleum, sodium lauryl sulphate, propylene glycol and parabens, natural beauty products help keep you safe from potentially toxic chemicals. Sodium lauryl sulphate, used in industrial cleaning products and engine degreasers, has been known to cause skin irritation after prolonged use. And parabens are used as a preservative in many conventional cosmetics, but are easily absorbed by the body and could be toxic.

a fresh breath

As with other harmful ingredients, the chemical compounds of many artificial colours and scents can irritate not only the skin, but also the nasal passages thus exacerbating allergies causing discomfort. Natural products contain fewer synthetic ingredients, making them less likely to cause irritation to existing skin issues such as psoriasis and eczema.

outside in

As humans, we're not only what we eat, we're also partly what we absorb through our skin. By keeping your skin- and hair-care products natural, you make sure that what's being absorbed isn't toxic to your body and potentially absorb beneficial ingredients including B vitamins and vitamins A and C.

testing 1,2,3

Animal testing is not only uncommon, but in truly natural products, simply does not happen. Though products go through rigorous research and development before reaching the shelf, at no point is there any involvement of animals in the testing process.

money talks

Despite the common perception, buying natural does not have to mean spending more money. In fact, many of the natural products found at your local grocery store or drugstore, are comparable in price to their more traditional counterparts. Make sure to look for "natural" and not terms like "inspired by nature": simply being inspired by nature does not mean they respect it. ☺

This book has been brought to you by leading natural brands that are committed to pure and safe products that expand the healthy benefits of natural body care.