

Home > Columns > Transformation

Six Firsts in Natural Beauty

By Kat James

This month, Kat shares six of her favorite products on the cutting edge of natural beauty.

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The following six products have broken new ground in their categories.

1. The first nontoxic, permanent hair color

One of the biggest product breakthroughs I've come across over the past year has been the introduction of the first nontoxic permanent hair color from Act By Nature. Until last year, most "natural" permanent hair colors still contained PPD, or p-phenylenediamine, which has been implicated in studies as a compound that increases the risk of certain cancers. Those who love harmony with our bodies and nature would consider this nanotechnology the cosmetic breakthrough of the decade. Look for finished products using Act By Nature's innovative, sustainable pigment technologies at your favorite health food store in coming months.

2. The first premium chocolate vitamin for acne

I researched and shared some of the compelling benefits of certain vitamins for acne in my book, *The Truth About Beauty*, and listed some products based on this research. Recently, this and other nutritional research on acne and its hormonal, nutritional, and stress-related roots, has been incorporated into Frutels, a premium all-natural, sugar-free, high-grade, dark chocolate containing a proprietary, patent-pending blend of vitamins for acne. Many of the nutrients contained in Frutels are water-soluble and will improve acne with frequent use, spread out over the day (so, two to four pieces a day are recommended).

3. The first stick foundations and eye shadows to hit mineral makeup

Loose powder formulations in mineral makeup—many of which contain a harmful chemical called bismuth oxychloride—have made up the vast majority of mineral makeup selections. Until recently, cake formulations were my favorite in this category. Now MyChelle Dermaceuticals has introduced a full line of creamy stick foundations, blushes, and eye shimmers, among other great color cosmetics.

The colors and long-wearing creamy texture (crease-resistant) are sophisticated enough for my makeup bag, with eye shimmers in Blaze (a smoky mauve color) and Drama (a deep raisin brown color) being my favorites of the bunch.

4. The first sustainable botanical-based—not mineral-based—cosmetics

5 Natural Cosmetic Trends

Pressure to use new paraben- and toxin-free food-grade preservatives has spawned new preservatives that meet that criterion, such as the new Sali Natural CCL (a curry leaf and cinnamon-based preservative) or gluconolactone- and sodium benzoate-containing preservatives, such as the new Geogard Ultra.

CosmeticsDesign.com recently reported a current trend toward seeking functional natural colorants that offer benefits such as UV and antioxidant protection.

Mintel, a market research group reported that cosmetics with fair-trade ingredients—especially those that are locally sourced (not from far-off lands, as açai and goji berries are) will soon come into vogue.

The research company Kline recently reported that average market growth of botanical actives used in cosmetics stands at 8 percent, compared with 5.4 percent average growth for other specialty actives because of consumer demand for natural products, and because botanicals have finally

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