Clean & Green: 5 Beauty Products to Celebrate Earth Day
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It’s not easy being green—especially when it comes to your beauty routine.

According to a recent survey, the average woman uses 12 personal care products daily, accounting for more than 160 unique chemical ingredients and quite a bit of disposable packaging. While natural alternatives have been around for ages, if you’ve ever bought shampoo from the neighborhood co-op, you know that being environmentally friendly doesn’t always mean looking your best.

That’s why we love our beauty team’s carefully curated assortment of ingredient-conscious, responsibly manufactured makeup, skincare, and wellness products. Gentles on the Earth, they’re every bit as hard-working and glow-inducing as their conventional counterparts.

“We’re incredibly passionate about offering a compelling assortment of green products that are genuinely effective,” says beauty and wellness buyer Larch Stromberg. “We’re focused on what’s inside a product as well as what it can do outside.”

In honor of Earth Day, we’re taking a look at some of our personal favorites.

Captain Blankenship Bath Soak

Earth Day 2010 is dedicated to raising awareness about the need to drastically reduce our use of plastics, which are now known to be dangerous to both human health and the health of our planet. That’s why we love Captain Blankenship’s approach to packaging—the small, female-run company uses glass bottles and jars, which are easily reusable and recyclable.

All of Captain Blankenship’s products are crafted using organic ingredients and without the use of synthetic preservatives, parabens, sulfates, and fragrances. Perfect for a relaxing soak, these non-toxic bath salts are infused with sense-soothing essential oils.

Caudalie Instant Detox Mask

As part of the "1% for the Planet" initiative, Caudalie donates 1% of profits to organizations that work to combat deforestation, resulting in more than 435,000 new trees planted around the world. Additionally, the French skin care label partners with the World Wildlife Fund and lobbies against industry animal testing.

As for your skin, Caudalie is just as remorseful. Formulated with naturally detoxifying pink clay and willow, this fan favorite mask is lightly scented with a blend of lavender, parsley, and chamomile. The plastic container is plant-based and recyclable, while the wooden cup is made from sustainably managed ash trees.
Preserve Shave 5 Razor

According to the Environmental Protection Agency, around 2 billion disposable razors are thrown away each year. That’s quite a bit of plastic, most of which isn’t recyclable.

Our favorite new find? The Shave 5 Razor from Preserve. Ergonomically designed and equipped with a five-blade system, it’s made from recycled yogurt cups and, once used, is recyclable itself.

RMS Beauty Eye Polish

Many of cosmetic companies use organic ingredients. But RMS Beauty takes that promise a step further, fortifying each product with raw, food-grade nutrients that nourish skin in their purest, most vitamin-rich forms. As a thank-you to Mother Nature for supplying such high-quality ingredients, RMS uses minimal packaging, all of which is biodegradable or recyclable.

This eyeshadow is a longtime, tried-and-true favorite. In addition to providing a subtle shimmer, it doubles as an eye cream, using coconut and jojoba oils to nourish and brighten.

Kala Naturals Bamboo Charcoal Deodorant

When it comes to the environment, conventional deodorants stink. Antibacterial chemicals pollute our waterways, while aluminum—a key ingredient in almost all antiperspirants—raises enormous amount of energy to melt and process. As for natural deodorants, the stakes are even higher. Recent studies show that emissions from spray deodorants, perfumes, and sprays are now polluting the air at levels as high as car emissions.

Made with activated charcoal, this non-toxic, eco-friendly alternative from Kala Naturals fights odor causing bacteria. Take your pick of three fresh scents: citrusy lavender, delightful white pressed rose, or refreshing lime mint.

See what’s new in beauty, now.