

EFFECTIVE CLEAN



BY NATASHA CHALENKO

Clean beauty has become one of the fastest-growing and in-vogue sectors of the industry. "Effective clean" is my motto when it comes to the selection process: I look for products that are not only backed by impressive research and development, but are also high in performance. After all, makeup needs to enhance and flatter; skin complexion must reflect a healthy lifestyle; and hair products should give our locks a vibrant shine. These are three top clean beauty brands that take the formula-plus-function commitment to the next level.



Outdoorsy Glow

Westman Atelier is an undeniable leader in clean makeup, showcasing one of the most rigorously vetted ingredient lists in the business, luxurious nourishing formulas and functional packaging. All products work harmoniously with each other, creating the refined "second skin" look that brand founder **Cucci**

Westman is famous for. Beauty Butter Powder Bronzer features biomimicry technology as well as the synergy of three plant butters (cocoa seed, mango seed and cupuaçu).

It applies as a translucent matte veil over the skin for that dreamy just-came-back-from-vacation effect.

Westman Atelier Beauty Butter Powder Bronzer in Soleil Riche, \$75; westman-atelier.com



Conscious Coiffure

R+Co has gained a loyal fan base thanks to its hair products with a creative edge (the Dart Pomade Stick is my on-the-go favorite). By introducing R+Co Bleu, a capsule collection of 21 professional-caliber items, the brand set the new gold standard in eco-luxe. At the core of the strength-building formulas is the proprietary GPLX Advanced Complex that is gradually delivered by microencapsulated sugar molecules. R+Co Bleu's efforts toward sustainability are truly remarkable — from 100 percent recyclable packaging to partnering with One Tree Planted, a nonprofit devoted to global reforestation. Plus, each box comes with a wildflower "seed card," so those with a green thumb can start their own meadow.

R+Co Bleu Surreal Styling Serum, \$70; bleu.randco.com

Beauty From Within

British brand Aurelia London has been at the forefront of the probiotic skin care industry and is known for its holistic approach to beauty and unique formulas that boost the skin's natural immune response. For this season, the brand expanded its range of wellness solutions by adding Beauty & Immunity Support, an advanced supplement that contains an exclusive blend of three probiotic strains (L. rhamnosus Rosell-343, L. plantarum Rosell-1012 and L. paracasei Lafti-26) combined with zinc for maximum results.



Aurelia London Beauty & Immunity Support supplement, \$90 for 60 capsules; aureliaskincare.com